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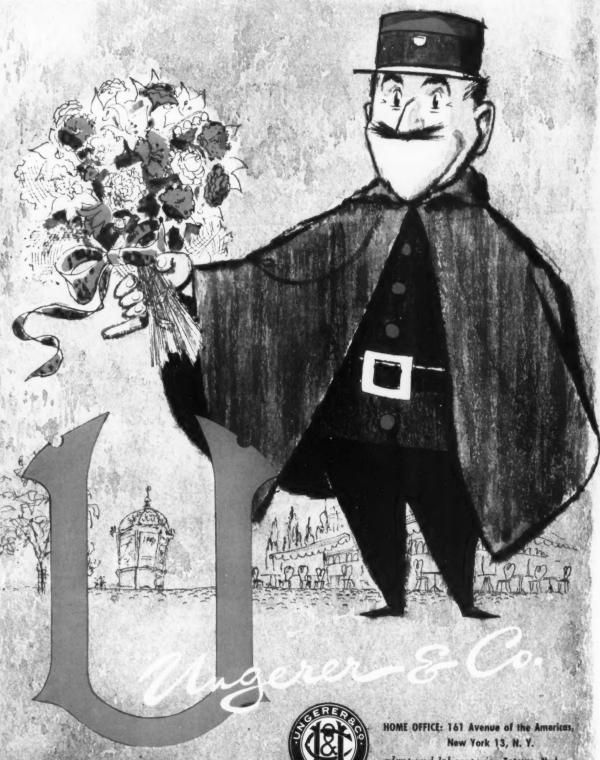
OCTOBER 1957

THE MAGAZINE OF TASTE AND SCENT



epper Other Page 43 Aromatic Aldehydes / Page 54

## UNGERER ... your guide to the ultimate in fine fragrance





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DEN CONOROL

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makes elegance practical
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### RESEARCH

Volatile Oil of Black Pepper ...... Torsten Hasselstrom, Eric J. Hewitt, Kurt S. Konigsbacher and John J. Ritter 43 Description of composition of oil of black pepper, Piper Nigrum

### PRODUCTION

Preparation of Aromatic Aldehydes VII ...... Dr. Kurt Kulka 54 Benzaldehydes from acids and derivatives

## FLAVOR SECTION

Food and Flavor Colors . . . . . . . . . . . . Morris B. Jacobs, Ph. D. 67 Authority to fix tolerances and utilization of flavor colors

## MANAGEMENT

European Tour of S. C. C. Scientists . . . . Maison G. deNavarre, M. S. 46 Review of symposia in France, Switzerland and England 

Over 300 executives get useful data on expanding sales

## DEPARTMENTS

Editorial Questions and Answers ..... Christmas Packaging ..... Packaging and Promotion ..... Aeroscripts ...... Jack Pickthall 81 Aerosol Notes . . . . . . . . . . . . . . . . . Dr. Winston Reed 27 Market Reports ..... 



contents:

COVER: Stockholm, From the Town Hall tower you get a view of the Old Town of Ste holm and the modern section the mainland.

VOL. 70. NO. 4

OCTOBER, 1957



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Replica of perfume bottle used in the year 1768

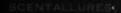
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## IUTE NEWS

Cosmetic Course at St. Louis College of Pharmacy and Science Prof. C. Lee Huyck, head of the department of industrial pharmacy at the St. Louis College of Pharmacy and Allied Sciences, St. Louis, Mo. is again conducting an undergraduate course in cosmetics. The course which he inaugurated has proved to be most successful.

Physiocochemical Research on Flavor Symposium

Physiocochemical research on flavor was the subject of a one day symposium in the Sheraton Hotel, Chicago, October 14. It was one of a series of four on flavor that has attracted over 200 scientists from the United States and abroad to learn about special chemical approaches and analyses and how they may be applied to the food industry. The symposia have been sponsored by Arthur D. Little Inc., Cambridge, Mass. The preceding symposia discussed the physiological, psychological and sensory aspects of flavor respectively. Speakers at the final session were: Dr. Alfred Weitkamp, Standard Oil Co. of Indiana; Dr. William L. Stanley, U. S. Dept. of Agriculture; Dr. Joseph Corse, Dept. of Agriculture; Dr. M. Winter, Firmenich & Cie, Geneva, Switzerland; Dr. Stuart Patton, Pennsylvania State University; Harold W. Jackson, Kraft Foods Co. Dr. A. J. Haagen-Smit of the California Institute of Technology gave the summation speech. Dr. Loren B. Sjostrom, head of the Arthur D. Little Inc. flavor laboratory opened the symposium with a discussion of the potentialities of physiocochemical separation.

Why Hazel Bishop Inc. Offers Low Price Line to Druggists

Because more than 12,000 drug stores are now operating on full scale self service as shown by surveys of American Druggist, Hazel Bishop Inc. for the first time is offering druggists a line of make-up items selling under one dollar. The new unit offered is called the Hazel Bishop Beauty Center. The unit may be placed on a shelf in such a way that the nameplate in front becomes a part of the shelf edge. It holds three shades of 60¢ lipstick; 4 shades of 59¢ make-up and five shades of 59¢ nail polish. According to Raymond Spector, president of the company, low priced cosmetics in a drug store need not interfere with the store's sale of high priced items. Because the two are separate markets for cosmetics-one for those who prefer and can afford the higher prices and the other for those who cannot-a drug store can handle both to advantage. The dividing line between the two markets seems to be one dollar.

Price of Toothpastes Raised by Major Manufacturers

Prices of toothpaste were increased October 1 from 41/2 to 8% depending on size by three major toothpaste manufacturers. Colgate-Palmolive Co. raised prices of all brands by about 7%. Pepsodent Division of Lever Bros. Co. raised prices about 5% on the family size; 6% on the giant size; and 7% on the large size. Procter & Gamble Co. increased prices of Gleem from 41/2 to 5% on different sizes but the price of Crest has not yet been changed. It is reported that Bristol-Myers Co. is considering raising the price of its Ipana tooth paste which has a wide sale.

Maria Wiener Tells How Aerosols May be Formulated

Mrs. Maria V. Wiener, technical director of Fluid Chemical Co. Inc. and secretary of the New York Chapter of the Society of Cosmetic Chemists by request was the speaker at the well attended meeting of the New York Chapter of the Society of Cosmetic Chemists. September 18 in New York. Mrs. Wiener took for her topics "How to Formulate Aerosols to Obtain the Desired Spray Pattern." The influence of physical, chemical and thermodynamic properties of aerosol formulations on spray and foam formation was explained. In addition the importance of flashing was discussed and illustrated on the basis of graphs and experience.

## Energetic Charles Lipscomb Leaves Toilet Goods Field

Charles T. Lipscomb Jr., a vice president of the Toilet Goods Assn. and president of the J. B. Williams Co., Glastonbury, Conn. which was recently acquired by Pharmaceuticals Inc., Newark, N. J. has resigned and on October 8 became president of the Bureau of Advertising of the American Newspaper Publishers Assn., possibly the top association job in the country which paid the previous president something like \$60,000 annually. Mr. Lipscomb was graduated from the University of North Carolina in 1928 and began his business career with the Vick Chemical Co. as a salesman. Eleven years later he joined the Coca Cola Co. in Atlanta, Ga. leaving after three years to join Mc-Kesson & Robbins in 1942 as vice president in charge of the industrial chemicals division. Six years later he was made vice president and general sales manager of the drug division. In 1950 he left the company to become president of the Pepsodent division of the Lever Bros. Co. Five years later at the age of 47 he became president of the J. B. Williams Co. In 1953 he was named "salesman of the year" at the Chicago Sales Executives Club's distinguished salesmen's award dinner.

## Opportunities to Develop Cosmetic Trade in Africa

J. W. van Heerden, managing director of a large manufacturing organization in South Africa arrived in New York October 8 and will remain in the city until November 1. The organization which he directs has a modern factory and is able to undertake the manufacture of additional lines and through its distribution agents it has one of the largest sales forces in the Union of South Africa and the Central African Federation. Any organization which intends to market or manufacture proprietary or cosmetic lines in the Union of South Africa is invited to contact Mr. van Heerden. Any correspondence may be addressed to him in care of Muller & Phipps (Asia) Ltd., 1 Park Ave., New York 16, N. Y. Telephone LExington 2-8470.

## Procter & Gamble Co. Now Largest Advertiser in U. S.

Procter & Gamble Co., Cincinnati, Ohio, is now the largest single advertiser in the United States. Figures compiled by Publishers Information Service show that Procter & Gamble spent \$29,595,614 in general magazines, farm magazines, newspaper sections and network television in the first six months of this year. General Motors Corp., hitherto the largest advertiser spent \$23,286,915 in the same period and is in second place. Colgate-Palmolive Co. was in fourth place with expenditures in the four classes of media of \$15,550,067; Lever Bros. Co. in seventh place with total expenditures in the four media of \$11,083,087; and Bristol-Myers Co. in ninth place with expenditures of \$9,874,700. Figures given for Revlon in the four classes of media were \$4,433,633 and for Helene Curtis Industries \$4,349,979. All of the foregoing refer to the six months period of January 1 to June 30, 1957.

## John J. Reiner Honored After Half Century of Service

John J. Reiner, purchasing agent for Lehn & Fink Products Corp. and its subsidiaries Dorothy Gray Ltd., Tussy Cosmetiques, Lehn & Fink Inc., Special Formula Corp. and Regional Distributors, who is known and respected by almost everyone in the allied industries, was tendered a testimonial dinner at Toot Shor's, New York, September 24 by a host of friends and business associates on the occasion of his retirement after a half a century of service with the company. The dinner was well attended by his many friends in the industry including the chief executives of some of the largest companies. Stephen L. Mayham, executive vice president of the Toilet Goods Assn. acted as toastmaster with his usual skill and good humor. Of all the tributes paid to Mr. Reiner probably the most telling was that by Edward Plaut, chairman of the board and president of Lehn & Fink Products Corp. An opportunity was afforded to all who attended the dinner to add their tributes to their old friend by writing it on the reverse side of their place cards. These were given to Mr. Reiner in addition to a gold card of life membership in the BIMS presented by Mr. Mayham.

## Martin-Valer Consultants in New and Larger Quarters

Martin-Valer consultants are now located in new and larger quarters at 23-25 East 26 St. New York 10, N. Y. The telephone number is ORegon 9-8958. Jean R. L. Martin, directing head was perfumer and chemist for one of the largest cosmetic firms for many years.



## THE CHINESE MERCHANT PRINCE

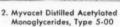
In a far-off land a merchant prince by the name of Fray Grins had received all three blessings . . . he was wealthy, healthy and wise. His sons went to the best schools, his daughters married the most eligible men, his wife had the most sparkling jewels, and he, himself, collected rare editions of esoteric books.

Fray Grins' wealth came from the manufacture and sale of perfumes. His packages were masterpieces, his perfumes were known throughout the world, and the wealth of Fray Grins, like the proverbial Break-The-Bank, grew and grew, and grew. But all things must end and so, too, did his life at the august age of eighty four less two moons. His eldest son took over and decided that profits must be larger. A little less perfume here, a little cheaper oil there and "qui sait" as the French say. The firm of Fray Grins no longer bought from the best houses. Then they no longer bought from any housethey went out of business. And the sparkling jewels and the rare editions were sold to the highest bidders.

If there be a moral to this tale we would conclude that it is "Shortcut in Quality is False Economy"... Yet we would be bold to say that at Syntomatic we feel there is a practical parallel in combining top quality with true economy. Prove it? Our pleasure . . . Syntomatic Corporation, 114 East 32nd Street, New York 16, New York. MUrray Hill 3-7618.



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3. Myverol Distilled Monoglycerides, Type 18-05 (Free-flowing beads)

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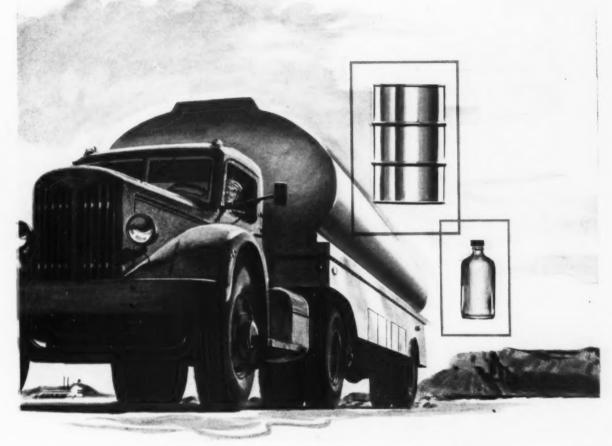
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### 1256: NAIL POLISH REMOVER

Q. We would like to know if ammonium or potassium iodide is the chemical commonly called "white iodine" and if neither, please advise what it is, We are interested in working this into a nail polish remover. We would also appreciate any information you can give us as to how much to use, formulations and any data that can be used on the label for advertising its use. N.G.E., Arizona

A. It is our understanding that either sodium or potassium iodide are the compounds commonly used. If you work this into a nail polish remover, you will have to have a substantial amount of water present to dissolve the iodide. We can give you no recommendations, formulations or suggestions on what to say on your label advertising. We know nothing about its therapeutic activity, nor can we suggest that therapeutic activity can result from the use of these compounds in nail preparations.

### 1257: OLEYL OLEATE

Q. You have mentioned the possibility of the use of oleyl oleate in cosmetics. We have thus far not been able to find a satisfactory source of supply of this material, and if you know of one I would appreciate your letting me know. I notice that you also mentioned "Colamine," Can you tell me what this substance is? W.J.P., Washington

A. The aleyl oleate is sold under the trade name of Cetiol-V. Colamine is aminoethyl alcohol.

### 1258: BORIC ACID

Q. The following are questions which we hope you can answer for us: Is boric acid alone effective as a personal deodorant? Can boric acid be effectively combined with antiperspirant ingredients and be a deodorant also? Is the use of a boric acid deodorant commercially feasible? A. We do not know if boric acid alone has ever been tried as a personal deodorant. Because it has rather poor inhibitory properties against micro-organisms, we would question whether it might be a good "complete" deodorant. Boric acid would tend to form insoluble borates with active antiperspirant ingredients, and hence present a problem of incompatibility. Whether the use of boric acid as a deodorant is commercially feasible, again depends on whether the material is a deodorant. This you would have to try out on a good many people and be sure that you try it under both arms and under varying conditions of use. We are sorry we are unable to give you this information but to our knowledge, boric acid has never been tested out as a deodorant by itself. Keep in mind that it is absorbed from the skin, and if used in significant quantity might have an internal effect over and above any external deodorizing properties.

## 1259: DIGALLOYL TRIOLEATE

Q. You have been referred to us as knowing the source of supply for digalloyl trioleate. We have a private-formula customer who is interested in using this preparation as a sunscreening agent in a lotion. We would like to know if this product is commercially available and is it covered by any patents. T.H.O., Virginia

A. Digalloyl trioleate is sold under the name of Solprotex by Firmenich, Inc., 250 West 18th Street, New York 11, N.Y. We are sure that if you write them they can tell you anything you wish to know about the product.

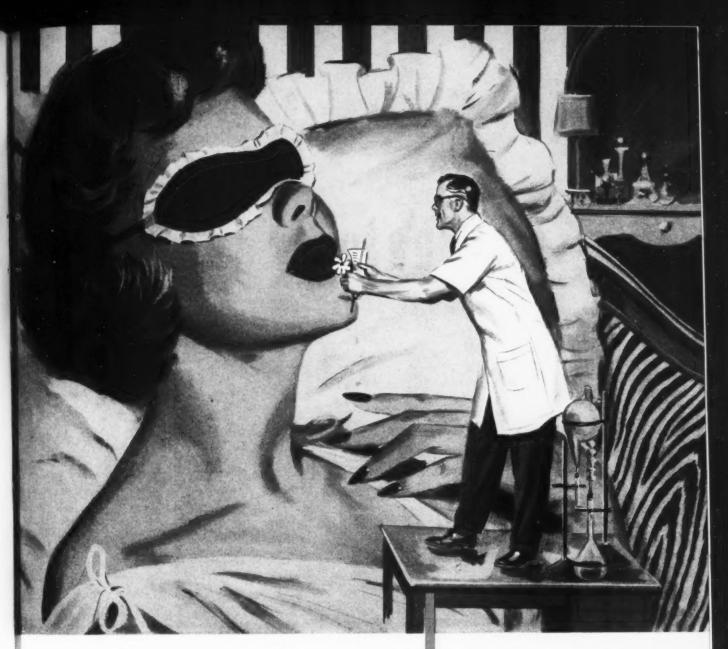
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This product is not based on petitgrain. Entirely novel research has resulted in a particularly interesting product, for the odor can really be compared to natural NEROLI. At the start the odor is sweet with a tinge of bitterness and the after fragrance still retains the typical Neroli note.



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## **QUESTION:**

What one publication is devoted to the related cosmetic, soap and flavor industries in the United States and Europe?

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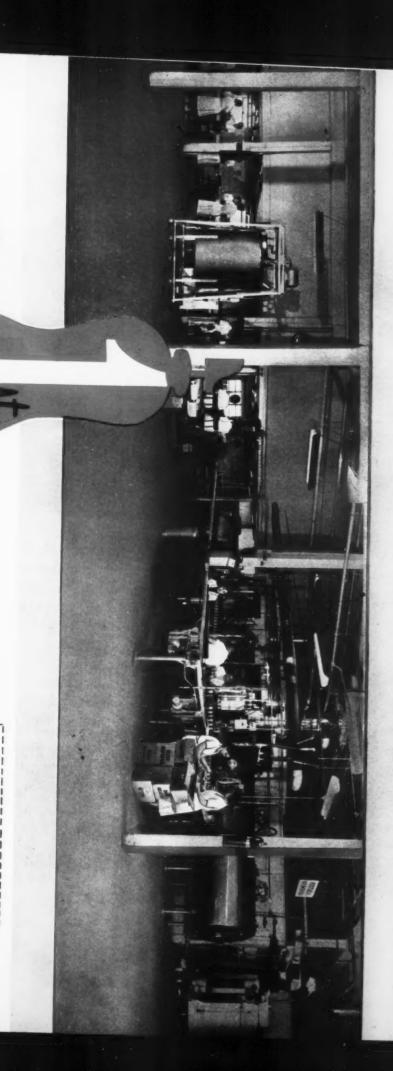
AMERICAN PERFUMER & AROMATICS is basically a technical cosmetic publication, publishing more technical articles on formulation, research, etc. than any other publication. It is editorially slanted to help the key men who originate, produce and sell the product. Service to readers extends beyond the fragrance aspect into formulas, values of components, and exploring new materials and ideas.

It publishes personal and trade news as well as new products and processes. A Monthly "Market Report" summarizes price fluctuations of raw materials and highspots changing market conditions affecting supply and demand.

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tube filling. engineered stainless steel equipment with unmatched sanitary conditions. Production includes everything from glass and can aerosol filling to Bradley polyethylene for DRUG and COSMETIC PRODUCTS. Under one roof Fluid has combined the latest 1.1.1 11/1 again leads in specialized contract packaging with a new plant exclusively

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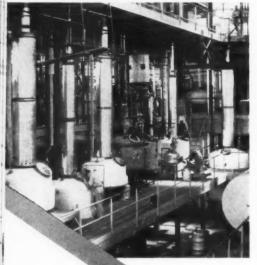
## NOW READY... 'ROCHE'



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completely independent
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Compressors and refrigeration units.

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No longer need the perfume designer or manufacturer be subject to the esthetic or economic uncertainties of natural sources for many of the most important basic materials. Years of intensive research by Hoffmann-La Roche have resulted in the development of completely pure chemical substances which will now be in constant supply without speculation and wide fluctuation in prices.

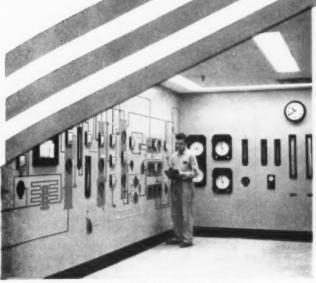
Unvarying purity—from pound to pound, from ton to ton—is assured by the process itself as well as by the large, new plant designed and built to fit this process.

Esthetically, 'Roche' Aromatics offer the perfumer unexplored possibilities for new, interesting fragrances.

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## Aromatics



Flow panel for one of the continuous processes.

For new art and economics in perfumery
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Processing of 'Roche' Aromatics progresses through these three newly completed buildings at Roche Park. In the foreground is the General Process Building, next the Diketene Building, and (to the left) the Ethynylation Building.



## NOW AVAILABLE

## LINALOOL 'Roche'

A purer material than any previously offered to the industry. Free from the impurities present in the linalool from natural sources. Contains no other alcohols or terpenes. Olfactorily pure and floral in character. No residual 'after odor.' Unusually stable in soap.

## LINALYL ACETATE 'Roche'

A very pure linally acetate containing no other esters and no terpenes. The Roche special process also precludes the formation of any other alcohols during the esterification process. Olfactorily pure and clean in odor. No residual 'after odor.' Unusually stable in soap.

## GERANYL ACETONE 'Roche'

A completely new synthetic aromatic. Possesses a soft green odor with a rose note. A good base for synthetic lavender, geranium and rose bouquet. Stable in soap.

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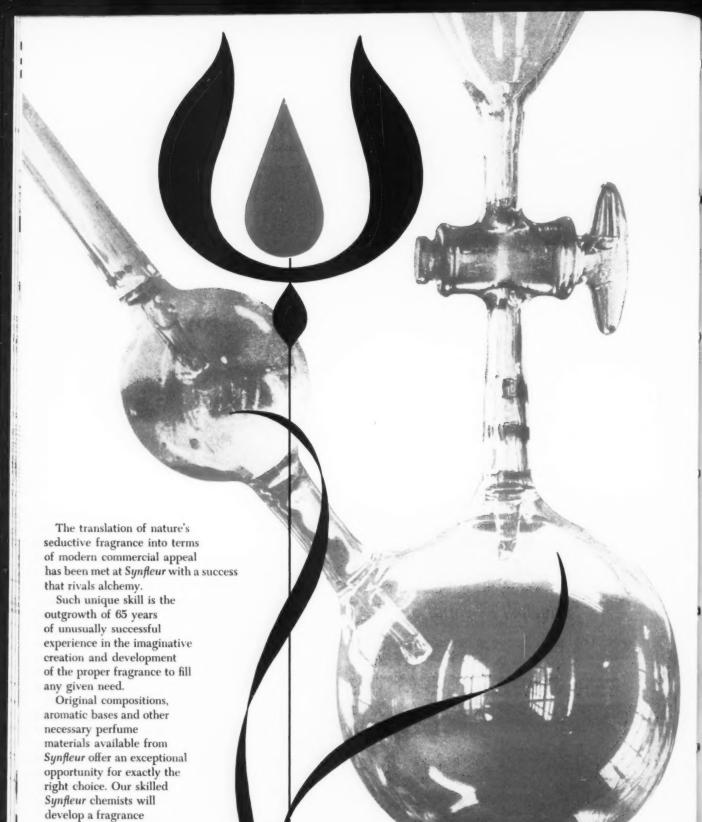
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## Mrojo NEWS

ly Dr. Winston H. Reed

## **Aerosol Safety Record**

The excellent fire and safety record established by the aerosol industry has been covered in a very entertaining and complete manner by Dr. E. G. Young, at the 61st annual meeting of the National Fire Protection Association in Los Angeles. We believe this report, prepared with the assistance of the Chemical Specialties Manufacturers' Assn., should be of real interest to any and all concerned with the production or sale of pressurized products. The talk has been reported in Bulletin 211-57 of the C.S.M.A.

Ed states that, by the end of 1955, 733,000,000 aerosols were packed and it is estimated that to date, over the ten year period of the industry's existence, one billion aerosols have been sold. The C.S.M.A. survey represented no less than 461,000,000 of these units.

In all, only sixty-five accidents occurred over the ten years. Twenty of these resulted in personal injuries, the other forty-five in property damage. This is a remarkable safety record when compared with other retail merchandise. This excellent record can be attributed to the good practice of the principal aerosol fillers and to the safety standards worked out by the industry trade association (the C.S.M.A.) in cooperation with the Government regulatory agencies, such as the U.S.D.A. and the I.C.C.

This interesting and informative paper should be read in full by those concerned with the safety record of this industry.

## **Nylon Bottle**

Announcement of first commercial use of nylon aerosol bottles by Park & Tilford was made in the September issue of Modern Packaging. The bottle is being used for a hair spray. Over the past five or six years, a great deal of development work has been done in a attempt to solve the problem of producing a successful nylon pressurized container.

One problem was achieving a graceful package design, with an economic minimum wall thickness yet sufficient to give adequate mechanical strength.

The tendency of certain formulation ingredients to slowly pass through the walls of the package has been another problem. We are familiar with some of the obstacles met in this project through

the development and study of special nylon containers for certain projects of military interest. So far it would seem that any all-plastic pressurized container has a fairly restricted area of application, but this will enlarge as commercial development proceeds. It will be interesting to follow the market history of this new container.

### Water Proofing

Along with falling leaves, Fall rains bring to mind the ease and convenience of waterproofing coats, jackets and sporting equipment with aerosol sprays. There are a number of excellent products on the market. All are quite simple to apply. Felt hats, sporting equipment, jackets and even Jr's shoes will all shed water like a duck, if well sprayed by these products.

As with everything else, quality among different brands varies quite a bit. We have subjected many of these products to comparative tests. Some are excellent but others, selling at an equivalent price or more, were very poor. The recommendation of the sales people or the endrosement of some previous user should be considered in the purchase of such products.

## Gibberellin

We have been watching with interest the comparative growth of begonias, with and without the benefit of a Gibberellin type aerosol spray, and also certain other house plants tucked around the various windows of our laboratory. The effects are quite noticeable. The begonia, which was treated has leafed out more heavily. The English ivy leaves stretched out to the point where they are hardly characteristic of the plant.

At the A.C.S. meeting in September, other Gibberellin-like materials were reported. The Japanese, who first worked with Gibberellins about 1926, have in connection with their studies on such growth accelerators also found their counterpart in certain extremely potent growth inhibitors.

Perhaps in a few years, when all these materials are safely and dependably operating in pressurized cans, you'll be able to grow giant violets and dwarf sunflowers, and spray instead of mow the lawn to keep down the grass. It's also easy to think of the consequences

continued page 32





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# In Skillful Hands

Behind the perfume on milady's dressing table stand many skills, creative, artistic, technical and those that are the result of long experience and good judgment. Let the proven skills of van Ameringen-Haebler, Inc. serve your perfume needs.



Research, the life blood of progress is a continuing project at van Ameringen-Haebler, Inc. Here, the skillful hands of a technician, through the medium of gas chromotography, delve deeper into the mysteries of fragrance.

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## Editorials ...

WHAT DOES THE



INSIGNIA MEAN?

W hat does the A B C insignia on the contents page of American Perfumer and Aromatics mean?

The letters stand for the Audit Bureau of Circulations—an independent, voluntary, cooperative, non-profit association which audits the circulations of all of its members. Since it was established in 1914 that organization has largely revolutionized practice in the entire publishing industry.

Looking back to the years prior to 1914 there is an interesting history of which all in the Moore Publishing Co., publisher of American Perfumer and Aromatics, are justifiably proud.

When the late Merton C. Robbins who founded the Robbins Publishing Co.—of which the Moore Publishing Co. is the successor—was president of the New York Trade Press Association, he took the initiative and wrote into the constitution a clause requiring members to give verified circulation information to advertisers. This paved the way for the creation of the Audit Bureau of Circulations in 1914 of which he was one of the founders and a director. A name was wanted that could be easily remembered and one that could be condensed into a byword. The name "Audit Bureau of Circulations" occurred to Mr. Robbins; he proposed it at the first directors meeting and it was immediately adopted.

Today when an A B C statement is required and given as a matter of course it is a little difficult to realize the hostility that greeted the proposal back in 1914 to frankly reveal circulation figures. (Mr. Robbins felt that advertisers had a right to know exactly what they were buying; and that the only reason a publisher could have for withholding this information was that his figures might disclose unpleasant facts.)

The publishing business had reached the crossroads in its development. Along one path lay the old traditions of secrecy and aloofness, ruts into which the publishing business had fallen. Across this path lay the one of sound business methods, methods leading to greater influence, to greater profits and to permanence. Mr. Robbins placed himself squarely on the side of sound business methods and the movement gained supporters. Within less than a decade the business practices of business publications were generally revolutionized.

Now with years of prestige back of it the A B C symbol is assurance of circulation value and a dependable guide in the selection by an advertiser of a medium to carry his sales message.

As a member of the Audit Bureau of Circulations, American Perfumer and Aromatics offers advertisers the only provable measure of paid circulation value. The A B C report, available to all advertisers, takes the guesswork out of "where to spend the advertising dollar" by providing facts based solely on auditable information.

The up-to-date factual information in A B C reports provides a sound basis for exercising judgements in comparing and evaluating media and in making space buying decisions.

## ou get extra value in basic materials when you specify GIVAUDAN



## Cetyl Alcohol and Deltyl®, for example,

are two Givaudan materials that offer special advantages to the cosmetic chemist.

Givaudan's CETYL ALCOHOL, thanks to its unmatched fineness, imparts a soft, velvety texture to the skin when used in creams, and a superior emollient character in lipsticks, shaving creams and other cosmetics.

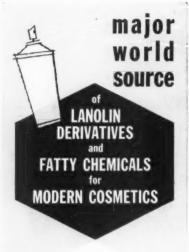
<u>DELTYL</u>, an excellent solvent, may be used as partial or complete replacement of mineral or vegetable oils, with the advantage of greater stability. We will gladly send you samples and further information on these exceptionally fine ingredients.



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Improved, new, clear liquid lanolin oil, Cloud Point 62-64°F golden yellow, good odor properties.

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New, clear liquid Lanolin Esters combining emollient and hair conditioning properties of Lanolin with solubilizing effect derived from an Isopropanol ester.

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A yellow liquid produced by reaction of oleic acid with oleyl alcohol. Outstanding for smooth-spreading characteristics, excellent carrier for oilsoluble substances.



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when Jr. grabs the wrong spray can in his haste to finish the lawn before he takes off for a little fishing. On second thought, maybe we'd better stick with the power mower for a while longer.

### Remember the Goggles

In reviewing the material on the safety record of the aerosol industry, one calls to mind the equal importance of maintaining a good safety record in the laboratory. Many people, now doing laboratory work on aerosol products, are working with pressurized systems for the first time. Quite a bit of experimental work is done in glass bottles because of the obvious advantage of being able to see the contents. In the laboratory, one may be working at pressures or temperatures higher than that used in commercial

practice. Accelerated aging tests are carried out with both metal and glass containers at temperatures running from 100°F to 130°F and, in all such work, there is the ever present hazard of the blowing up of a bottle or metal container.

Experimental glass containers, such as the very useful Fischer & Porter bottles or tubes, may get severe usage in the laboratory and, while a container of a given size might stand 70 pounds per square inch pressure one day, it could fail at 25 pounds pressure on a later occasion. The expression that "it is better to be safe than sorry" may be trite but the precept is sound. The use of safety goggles should be continually "sold" and those responsible for the operation of the laboratory should insist that goggles be worn where hazards exist.

## **Book Reviews**

INTERNATIONALER RIECHS-TOFF-KODEX, ERGANZUNGS-BAND I, by Arno Muller, Dr. Alfred Huthig Verlag, Heidelberg, Germany. 1957. 304 pages, 5½ x 8 inches, indexed. Price DM 28.

A complete compendium of aromatic materials, in eight sections. I. Synthetic Perfumes, including a table of stability of perfumes in soaps, Antioxydative effect, Antioxydants, and Fluorescence in Ultra-Violet light. II. Perfume Bases. III. Synthetic perfumes and perfume bases arranged according to odor groups and their use. This part includes: Fruit odors, Scents of green leaves and herbaceous odors, Sweet and floral scents of undetermined character, Animal odors, Spicy odors, Earthy odors, Balsamic odors, Resinous odors, Harsh odors, Root odors, Floral compounds and sophisticated fancy perfumes, Compounds for soaps (with fancy names), Compounds for various purposes, Technical perfumes, and Flavoring Essence. IV. Fixatives. V. Solvents. VI. is a special section of general interest to the cosmetic chemist. VII. Tables indicating the sources of supply, by numbers and in alphabetical order. VII. List of perfumes with appelations.

DICTIONARY OF POISONS, by Ibert and Eleanor Mellan, Philosophical Library, New York, 1956. 150 pages, 5½ x 8 inches. Price \$4.75.

The Dictionary of Poisons is a volume to be recommended to everyone who sometime or another may be called upon to render first aid to a victim of poison. Of the 34,000 Americans killed in the home each year, fully one third die of poisoning. The book discusses types of poisons and particular poisons, symptoms and emergency treatment and antidotes.

SCHIMMEL BRIEFS, Volume II, Years 1951-1956. Schimmel and Co., Inc., New York 1, N. Y. 1957. Price \$10 USA and Canada; \$10.25 Elsewhere.

The acceptance of Volume I by the cosmetic industry and other interested readers promises success for the present volume.

The pages are not numbered but the "Briefs" follow in their numerical sequence starting with Number 190, January, 1951, through Number 261, December, 1956. These "Briefs" cover practically every cosmetic item, effect or result, such as astringency, hair lacquer aerosols and heat stability of polyoxyethylene emulsifiers.

Current literature is digested along with pertinent patents. Some Briefs are a careful discussion of a group of relevant patents on a given subject, for example "Progress in Permanent Waving."

While Briefs are mailed monthly to a world wide audience, printed on one side for cutting up and filing, having them in bound form now makes them available as a ready library reference. The editor (who is unnamed) and the publisher are to be complimented for this effort.

A complete index and cross index appears at the end of the book, making for easy location of topical material.

A must for any cosmetic library.

—M. G. deNavarre

Broad e ision of Aromatic hemica been effe ed. Nev and a well-staffed added, enabling us tomers better.

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## OF A MAJOR D AT PENICK!

Broad expansion of our Perfume, Flavor and Aromatic Chemicals Division has recently been effected. New compounding facilities and a well-staffed laboratory have been added, enabling us to serve all of our customers better.

These expanded resources include a greatly enlarged library of industrial masking agents, reodorants and deodorants. Now in addition to supplying a versatile array of distinctive perfume bases, we are exceptionally wellequipped to assist you in overcoming undesirable odors in cosmetics, household preparations, aerosols, insecticides and other products.

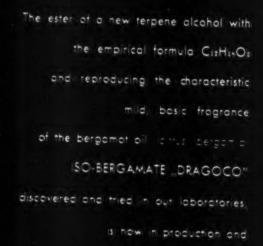
Our experienced perfume chemists will be happy to discuss your problem with you and offer constructive recommendations . . . discreetly and without obligation on your part. For prompt response, write to Technical Service: Perfume, Flavor and Aromatic Chemicals Division.



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September 4, 1957

The American Perfumer L8 West 38th Street New York, N.Y.

Gentlemen:

Knowing of the pride you and your associates have in the fact that THE AMERICAN PERFORMER gets around the world, I am sending to you a copy of a letter we wrote to Mr. Erik Wejborg of Copenhagen, Dennark, one of your many overseas readers. I say one of your many overseas readers. I say the control of the world praising our carry things one of them is that certain types of sales appeal are universal. Letters about our CHINEST MERCHAIT DENNER have come to us from Milan and Mexico City, from Oslo and Omaha,

No doubt our Chinese Merchant Prince is pleased- we know we are: With kindest regards,

Sincerely,

History Fourman

T. V. G. Fourman: jg



\* Since the above letter was written, two more inquiries have been received; one from Formosa and another one from Mexico. For

Gre

CH



For Finer Fragrance . . . Greater Dermatological Safety

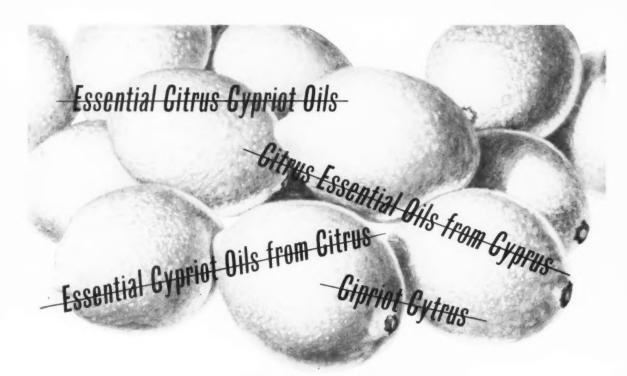
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Seven years of original research have been rewarded by the discovery and development of a new group of controlled and reproducible perfume compositions for cosmetic and pharmaceutical products. We call them CHEMODERMS, for their chemical purity and dermatological safety. Exhaustive tests prove them free of primary irritants. Leaders in the treatment of allergies hail them as an important step in the elimination of sensitivity to perfumes. Now available in ten of the most desirable, panel-accepted fragrances. CHEMODERMS will enhance your next cosmetic creation, enlarge your markets, and enliven your presentations and promotions with vital and timely appeals.

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#### DESIDERATA

Maison G. deNavarre, F.A.I.C.



#### **Enzymes in Cosmetics**

Up to now, the most common enzymes used in cosmetics were the proteolytic types, mainly papain, derived from the papaya fruit. More recently bromelin from pineapple and ficin from figs have been mentioned for this use. Early literature made reference to other enzymes, such as pepsin.

Rovesti and Montegozza (writing in Parfums, Cosmetiques, Savons) touch on nucleic acid and ribonuclease as possible cosmetic materials. Face masks seem to be one application. As tissue stimulates their action is open to discussion, especially if applied to intact skin. Treatment of broken skin is not within our domain.

#### Hormone Creams

It is interesting to see an editorial in our British contemporary for August, 1957, The Manufacturing Chemist, referring to an article by Ebling in the New Scientist. Ebling finds that hormone creams "appear to prevent changes associated with the ageing of skin." The small amount of hormones used cannot produce side effects. Modified hormones produce their effect in skin but do not affect the reproductive system.

Ebling, however, is less optimistic about vitamin additives to creams and lotions. Admitting that Vitamin A and some B vitamins are absorbed through the skin, he feels the best way to get these is in the diet.

While on the subject of hormone creams, a new one is about to be

offered containing progresterone as well as estrogens. This is curious. Over ten years ago Dr. Bernard Cinberg, endocrinologist, speaking in the afternoon of the day the Society of Cosmetic Chemists was founded, told the "charter" members that estrogens were not only safe and desirable as cosmetic ingredients (in proper concentration) but that he felt that progesterone should be included in the composition. As I remember it, he suggested 1/10 the amount (based on physiological activity) of progesterone as compared to estrone.

#### Vegetable and Fruit Juices

Old timers will recall the days of lettuce, milkweed, cucumber, lemon and strawberry cosmetics. With the passage of the 1938 Food, Drug and Cosmetic Act, these novelties largely passed from the cosmetic scene. Not many believed the juices of these vegetables or fruit to have any merit. Too often, so little plant extractive was used that it is doubtful if any good could have resulted if the plant material had any value. It was also said that under the conditions of manufacturing, any value in the plant substances was lost due to pH, heat or oxidation.

I wonder if we weren't too close to the forest to see the trees. For there are an ever increasing number of foreign publications on the use of fruit and vegetable juices, produced in various ways, as cosmetic materials. These articles attest to significant merits to be derived by users of cosmetics con-

taining these juices. Realizing that restrictions on the claims made by our foreign contemporaries may not be as great as on us, it still behooves us to examine the subject in a truly scientific and objective way. Perhaps we have looked for or at the wrong thing. Maybe what we should have looked for was so elusive that chemical test methods failed to establish the facts.

#### **British Chemists Pay**

There must be some concern in England about an exodus of chemists. Two spoke to me about coming over to make more money, etc. The Manufacturing Chemist recently ran an article over the signature "CeeJay," an obvious non de plume, entitled, "Why Work in North America?"

When you see advertisements for male chemists in British scientific journals, offering 2000  $\pounds$  per year (\$5,600 approx.) for posts carrying exceptional responsibility and 1,350-2,000  $\pounds$  for executive chemists at management level, then you can see why they want to come to North America. Sure, there are some benefits not shown by these figures, but that isn't the way the chemist looks at it. There are benefits here, too, that don't appear in the annual salary.

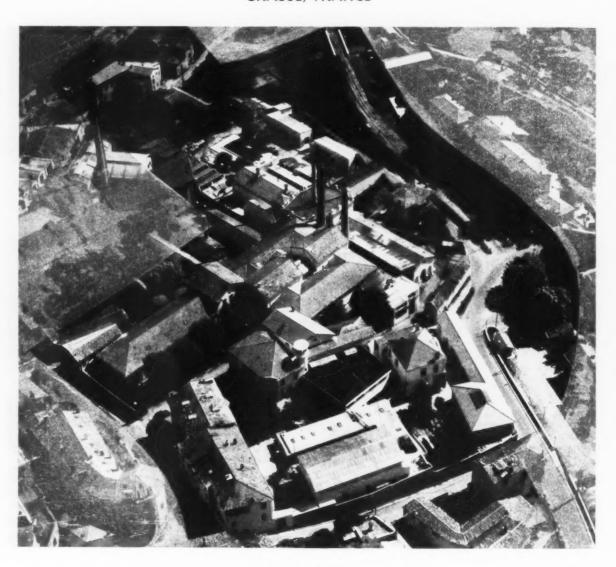
There is meat here to think about.

#### Notes

With Lilly Dache predicting more sex in styling—there will undoubtedly be a sextillion new versions of danger to the male . . . . Jolles and

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40 October, 1957

American Perfumer

Greening writing in Nature show that ionizing radiation stimulates hair growth in rabbits but this finding is probably nonapplicable to man because the "mode of hair growth differs fundamentally."... Apropos of asking for a definition of a biostimulin in this department two months ago, an American supplier announces the availability of their 'biogenic' stimulator as of September 18, 1957—I would still like to get this definition....

Freddy Wells has raised a question that I wanted to ask long ago, namely, "what is la cellulite?" Now there are Societies of Cosmetic Chemists in England, Denmark, Switzerland, Germany and the U.S., all with similar requirements for membership and goals. . . . The carotene derived colors seen in Switzerland recently cover quite a gamut of shades-all are related to natural vegetable colors. . . . wonder if lanolin can ever be free of the objectionable characteristics endowed it by its "crude" origin? ... Congratulations to Ed Sagarin Don Powers, Emil Klarmann and Hal Goulden on the birth of their baby, five years in the making and delivered by the publisher two weeks ago, as this is being written -Keeping sixty odd authors in line is quite a task-Good luck, men. hope you sell thousands of copies of "Cosmetics: Science and Technology.".... After corresponding with H. Janowitz of Tel-Aviv, Israel, for years, finally met him in Geneva in August. . . A lot of valuable results are going to come from the S. C. C. collaborative work on test methods as first reported at the Chicago Seminar on September 19 and 20, commemorating the Chicago Chapter's tenth anniversary. . No wonder Deltyl is odorless, it is molecularly distilled. . . . You have to watch some odorless grades of European oleyl alcohol-the material varies slightly in quality between batches. . . . Shibasaki and Terui have just reported some work on the antimicrobial activity of cationic anionic mixtures (C. A. 51, 11457,-1957) . . . . while on the subject. there are adequate quantities of dehydroacetic acid available as preservatives, suppliers tell me. . . . Certainly chemists will find a way to remove unwanted hair with enzymes once they learn how to control variables. . . . I like the idea of impregnating polyethylene with the fragrance to be used prior to molding containers; it may reduce or even prevent withdrawal of perfume from products put up in containers made from the blend.

Amounting...
THE FULFILLMENT OF A NEED FOR A

### Small Production Line



#### AEROSOL 'COLD' FILLER

Capable of filling approximately 1,000 - 6 oz. cans per 8 hour day with one operator. Two different propellants can be filled and twenty cans and product can be precooled in the cold box.

Complete assembly includes an air crimper, air compressor, and laboratory scale all mounted on a formica table top 30" x 48".

The refrigeration unit is of the water cooled open type design, taking advantage of the inherently high efficiency of the water cooled design and the serviceability of the open unit. Water flow is fully automatic and stops when the unit is off.

This unit is Builders' answer to the long-felt need for such a small production line 'cold' filler.

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JOHN J. RITTER

New York University, Washington Square, New York, N. Y.

The composition of the essential oil of black pepper, Piper nigrum, is described. The characteristic odor of this oil is due to hitherto unreported small amounts of oxygenated terpenes, of which piperonal, dihydrocarveol, caryophyllene oxide, cryptone, and an alcohol C10H18O were isolated and identified. The results are for use in the formation of an acceptable synthetic pepper to be used in case of a national emergency.

THE VOLATILE OIL COMPOSITION of black pepper, Piper nigrum, has been studied at intervals by several investigators for more than a century. Dumas (7), Suberiran and Capitaine (25), and Eberhardt (9) recognized that the oil is almost entirely free of oxygenated compounds. Schimmel and Co. (22) and Schreiner and Kremers (23) showed the presence of 1-a-phellandrene, dipentene, and caryophyllene in the oil, but little else was known about its composition.

The material used for the investigation herein reported was an oil obtained by steam distillation from freshly ground Malabar peppercorns harvested in 1950. Preliminary experiments had shown that solvent extraction of ground pepper, followed by removal of solvent and steam distillation of the extract to recover the volatile oil, offered no advantage over direct steam distilla-

The steam-distilled pepper oil was washed neutral with aqueous sodium bicarbonate solution, dried, and fractionated into monoterpenes, oxygenated monoterpenes, and sesquiterpenes. The sodium bicarbonate wash yielded phenylacetic acid after acidification. The practical difficulties in separating the oxygenated components of pepper oil from hydrocarbons by fractional distillation led to the study of their chromatographic separation. Pepper oil from which the monoterpenes had been removed by distillation was chromatographed on a column of aluminum oxide. The ligroin eluate, containing the remaining hydrocarbons, was distilled and yielded in the last traces of the caryophyllene fraction a blue liquid hydrocarbon, apparently an azulene, in minute amounts. Its ultraviolet spectrum (max. \(\lambda\) 254 and \(\lambda\) 264 m\(\mu\)) did not correspond to any of the common azulenes.

A crystalline compound, present in the early eluates,

was found to be epoxydihydrocaryophyllene. The presence of this compound in steam-distilled pepper oil is interesting in view of the question of the origin of caryophyllene and ts relationship to the oxide in essential oils. Treibs (26) showed that steam-distilled clove oil contains small amounts of epoxydihydrocaryophyllene and suggested that it is formed from caryophyllene on oxidation. More recently, Naves (17) examined solventextracted clove oil and found it conained no caryophyllene. Naves found that the neutral nonvolatile portion of the clove extract yielded caryophyllene after steam distillation. Black pepper oleoresin obtained by the extraction of ground pepper with benzene was therefore subjected to distillation under high vacuum at low temperatures. No caryophyllene was obtained in this manner, although small amounts of caryophyllene added to the oleoresin were readily removed by distillation under the same experimental conditions. This suggests that black pepper spice, like cloves, does not contain caryophyllene as a primary component.

The basic fraction of pepper oil was found to contain piperidine, identified as N-phenyl-N' N'-pentamethylenethiourea. Its presence had been reported more than 50 years ago by Johnstone (16), but later denied by Pictet (18, 19) who isolated a-methylpyrroline from the spice. a-Methylpyrroline could not be isolated in this study by following the procedure of Pictet.

By means of fractional distillation, chromatographic separation, and chemical procedures, the following compounds were isolated: α-pinene, β-pinene, dl-limonene, 1-α-phellandrene, caryophyllene, dihydrocarveol, epoxydihydrocaryophyllene, piperonal, cryptone, phenylacetic acid, piperidine, an alcohol, C10 H18 O, and oxygenated compounds of unknown composition with the formulas  $C_9H_{16}O_9$ ,  $CH_{10}H_{10}O_9$ ,  $C_{15}H_{24}O$ ,  $C_{15}H_{26}O$ , and  $C_{15}H_{32}O_4$ .

About 5% of the volatile oil consists of oxygenated compounds. Some of them could not be studied further

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because of the extremely small amounts isolated. The presence of citronellol was indicated, but the quantity of the derivative, as the semicarbazone of the pyruvic ester, was too small for final purification.

Analytical data suggest that listed unknown components are monoterpene glycols, sesquiterpene alcohols, and glycols.

#### Experimental

Raw Material. The 1000-pound lot of black pepper, *Piper nigrum*, used in this investigation was harvested in January 1950, in the province of Malabar, India (purchased from McCormick and Co., Inc., Baltimore, Md.), and cured by sun-drying. Volatile and fixed oils, as determined by a modification of the standard Richardson ether extraction gravimetric method (27), were: fixed oils, 5.9%; volatile oils, 3.2%.

Separation of Components. Peppercorns in 20-pound batches were ground together with solid carbon dioxide in a Fitzpatrick mill. The resulting powder was slurried in 35 liters of water and steam-distilled with mechanical stirring. The distillate was extracted with ether, and the ether layer was washed with dilute aqueous solutions of boric acid and sodium bicarbonate. The solvent was removed by distillation and the residual oil showed:  $n_2^{25} = 1.4730$ , d = 0.8500, a positive Schiff test, and negative tests for nitrogen, sulfur, and esters.

The washed pepper oil was partially separated from the monoterpene hydrocarbons by vacuum distillation through a Stedman packed column. The monoterpene hydrocarbons were fractionated further through a Naragon-Lewis concentric tube column at atmospheric pressure.

The still pot residue was adsorbed on aluminum oxide (Alcoa F-20) to effect a crude separation of the remaining hydrocarbons from oxygenated compounds. Petroleum ether was used to elute the former and methanol, the latter. The hydrocarbon portion was redistilled (at 135° to 145° C. at 24 mm.), and the blue residue was further purified chromatographically. The methanol eluates were combined, the solvent was removed by distillation, and the residual oil was dissolved in ether. The ether solution was washed with 5% sodium hydroxide, but no phenolic components could be isolated from the washings. The alkali-washed neutral oil was treated with Girard T reagent in the manner recommended by Sandulesco (20). The yield of carbonyl compounds recovered from the water-soluble derivative by acid hydrolysis was 0.6% of the total volatile oil.

The noncarbonyl components of the neutral oil were steam distilled, and the components that were not readily steam volatile (0.8% of the total oil) were extracted from the still pot residue with ether and distilled in vacuo at 125° to 145° C. at 3 mm. This fraction was purified further by chromatography on aluminum oxide and refractionated. The steam-volatile components were extracted with ether from the distillate. The alcohols were separated, after removal of the solvent by esterification with boric acid, following the procedure of Scattergood, Miller, and Gammon (21).

The separation of pepper oil components is summarized as a flow sheet in Figure 1.

#### SEPARATION OF PEPPER OIL COMPONENTS

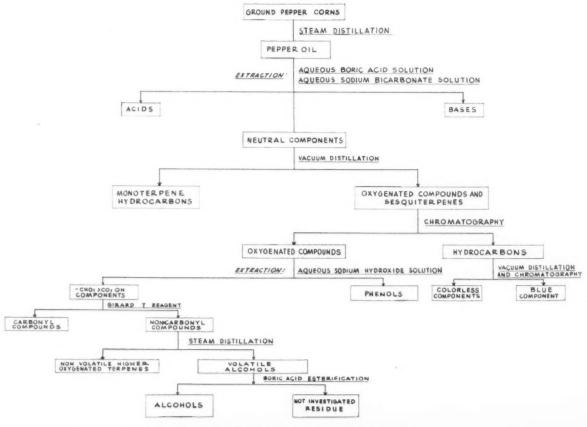


Figure 1. Separation of pepper oil components

Table I. Components Isolated from Pepper Oil

Compound	Formula	B.P. or M.P., °C.	Esti- mated Oil,	Characterization	M.P., °C.	Analysis					
						Calculated			Found		
						C	H	N	C	Н	N
				Nitrolpiperidide (10, 28, 24)	117	72.00	10.40	11.20	72.31	10.43	11.43
a-l'inene	$C_{10}H_{10}$	157-161	14	Myrtenal semicarbaz- one (8)	206	63.77	8.21	20.29	63.93	8.02	20.30
3-Pinene	$C_{19}H_{16}$	164.5-168	23	Nopinic acid (1, 14)	126-	65.18	8.75		65.41	8.41	+
1-α Phellandrene	$C_{10}H_{16}$	175-178.5	7	Maleic anhydride ad- duct (6)	125	71.80	7.69		71.72	7_67	
dl-Limonene	$C_{10}H_{16}$	178.5-181	25	Tetrabromide (3, 11)	124- 125	26.34	3.53		26.37	3.42	
3-Caryophyllene	$C_{15}H_{24}$	126.5/20 mm.	19	Phenylurethane of cary- ophyllene alcohol (2)	135-	77.38	9.15		77.64	9.13	
Epoxydihydrocaryo- phyllene	$C_{1\delta}H_{24}O$	m.p. 61-62	0.1	Mixed melt with au- thentic specimen		81.80	10.93		81.88	10.67	1
Phenylacetic acid	C <sub>3</sub> H <sub>3</sub> O <sub>2</sub>	m.p. 76.5	0.2	Mixed melt with au- thentic specimen		70.59	5.92		70.81	6.04	
Dihydrocarveol	$C_{10}H_{19}O$	108-124/20 mm.	2	3,5-Dinitrobenzoate	120.5-	58 61	5.80	8.05	58.72	5.75	8.3
Piperonal	$C_sH_sO_{\bar s}$	108-124/20 mm.	0.5	Semicarbazone (29)	218- 219	52.17	4.38	20_28	52.53	4.16	19.9
Cryptone	$C_9H_{14}O$	108-124/20 mm.	0.1	Semicarbazone (5)	185	61.54	8.71		61.39	8.79	* * *
Piperidine	$C_{\delta}H_{11}N$	106	0.1	N-Phenyl-N',N'-pentan- ethylene thiourea (15)	99	65.41	7_31	12.72	65.54	6.99	12.9.
(Alcohol)	$\mathrm{C}_{10}\mathrm{H}_{15}\mathrm{O}$	103-105/13 mm.	0 1	3,5-Dinitrobenzoate	117-	58,62	5.78	8.04	58,54	5.74	8,2
(Alcohol)	C15H28O	100ª/1 mm.	0.1			81.08	11.71		81.19	11.47	
(Alcohol)	C15H24O	110ª/1 mm.	0.1			81.81	10.90		81.83	11.08	
Citronellol (?)			0.1	Semicarbazone of pyru- vic acid ester (1)		* * *			* * *		
	C15H32O4	m.p. 97				64.81	11.67		64.45	11.91	
	C2H18O2	m.p. 161	0.1			69.23	10_26		69.20	10.32	
	$C_{10}H_{10}O_2$	m.p. 234- 235	0.1			74.07	6.17		73.64	5.87	
Higher boiling com-											
ponents		11 + 1	4.0								
Residue			2 3								

Identification of Components. Compounds isolated from pepper oil and pertinent characterization data are given in Table I.

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Upper income brackets are getting crowded. More than 2,000,000 individuals earned \$10,000 or more in 1954. Nearly 100,000 were in the \$50,000 or more level. -Sales Management.



A vote is cast at Federation meeting in Paris



Riis Rosenthal, Mr. and Mrs. Amsterdam being served viande sech



S.C.C. enjoying cocktails at the Institute Jean D'Athene in Paris



General view of patio, British S.C.C. buffet supper

### A Personal Account

The activities of members of the Society of Cosmetic Chemists with the several cosmetic chemists' groups in Europe covers a two-week period starting Sunday, July 28th through Sunday, August 11. If these notes seem a little balmy, blame it on the azure sky, cool trade winds, the white surf breaking over the reefs off the shores of San Juan, Puerto Rico, where I reconstructed the proceedings.

I can remember vividly when TWA Flight 930 left Idlewild Airport on Saturday, July 27. President-Elect Jim Baker and his "little brother" were among the people there to see some fifty Americans off to Europe, representing the Society of Cosmetic Chemists. It was a bright, sunny day. Picture taking was easy.

The Jet Stream took off in a roar followed by a completely uneventful flight. The Jerry Kakehashis thoughtfully brought candy aboard at take-off time in New York which was enjoyed by all. After passing New England and nearby Canada, we were beyond the 12-mile limit so Ted Coneybear and I had the opportunity of paying back mutual refreshment obligations. We got acquainted with our group. Also sang "Happy Birthday" to Johnny Garizio. After dinner, people settled back to realize that it was five hours later than it was on their watches. A good many of them tried to sleep. Hard working Secretary Bob Kramer and wife, Lucille, were sitting in the tail part of the plane behind the galley. Bob put on his beret for the night, claiming a draft bothered him. My wife and daughter who were with me, also tried sleeping. The youngster said it would be no problem for her; but when Sunday morning arrived at Orly Airport in Paris, few indeed had slept more than a wink or two. You just can't sleep sitting up!

Arrival in Paris was on schedule but the weather was heavily overcast and foretold a cool day with possible showers. Among those waiting to greet us were L. Schmuck, Secretary General of the Société Française



President Sabbat Strianse and his wife being served raclette



Johnny Garizio and Jerry Amsterdam enjoying Valaisonne wine

#### of the

### S.C.C. European Tour

de Cosmétologie, and Dr. S. Sabetay, one of the past presidents of the Société. Little corsages of roses were handed to all the ladies (approximately twenty-five) as we were bundled into a waiting bus to take us to the Normandy Hotel located in the Opéra section of Paris.

The Normandy is a nice, quiet, little Parisian hotel. It was not prepared, in my opinion, for the sudden arrival of fifty guests all seeking rooms at the same time. While waiting for our room, ran into W. R. Littlejohn, editor of the venerable "Perfumery and Essential Oil Record," and also editor of the "Journal of the Society of Cosmetic Chemists of Great Britain," who joined me in a bit of hot tea, to try to thaw out. That night a group of us including Dr. Jean Sfiras, his wife and son, Mr. and Mrs. "Ted" Coneybear, Pierre Blaizot, Miss Mariam Aarons, my wife and daughter and I had dinner aboard one of the closed-in boats (Bateau Mouche) which travel the Seine. We took this boat ride in the daytime last year; it was interesting to see how different it looked at night as the blazing searchlights played on the opposite shores catching many an unwary lover.

Monday morning started off the business of the European tour with a meeting at the Centre National du Commerce Extérieur, 10, avenue d'Iéna, where Mr. Schmuck and the Société Française de Cosmétologie had arranged a gathering of the presidents and secretaries or/and others interested in the formation of an international group of societies of cosmetic chemists. It was a happy surprise to find Jack Pickthall and Fred Riley there, representing the British Society of Cosmetic Chemists. We eventually met Dr. Paolo Rovesti (Italy), Dr. A. Zenisek (Czechoslovakia), a German group headed by Professor Schreuss, which included my old friend, Dr. Neugebauer of the firm of Kaloderma, Dr. H. C. Friedrich of the Deutsche Gesellschaft fur Die Aesthetische Medizin und Ihre Grenzgebiete, M. Dony



At a joint meeting in London, President Jack Pickthall of the Great Britain Society of Cosmetic Chemists (I.) and President Sabbat J. Strianse of the U. S. Society of Cosmetic Chemists forecast continued close cooperation between the cosmetic chemists of their countries. Mr. Strianse is research director of Shulton, Inc. Mr. Pickthall is the author of many technical articles on perfume chemistry and directs the English operations of Polak & Schwarz, England, Ltd.



General view at Federation meeting in Paris

of Belgium, Prof. Roque from Spain and a large group of others.

Mr. Schmuck took charge of the meeting. It was unfortunate that almost moments after the discussion of Federation started, over an hour was wasted on the subject of CIDESCO, an organization barely known to us here and only slightly known to our British comtemporaries. Fortunately, Presidents Pickthall and Strianse of the British and U. S. Societies respectively, asked that the discussion be returned to possible federation since neither the British nor the U. S. Societies were interested in forming any type of federation in which non-scientific people would be eligible for membership.

The whole subject came to a quick head when Chairman Schmuck asked for a reading of the "principles" of federation in French; he then translated them into English. After the several points were read and some briefly discussed, it was suggested that the whole subject be reverted to the various groups represented on the rostrum, to be discussed by their membership. Another meeting was suggested in about a year though no time or place were set. Both the United States and Paris were mentioned.

As the meeting was breaking up, President Strianse asked the entire group to be guests of the U. S. Society of Cosmetic Chemists for cocktails at the Normandy Hotel. We all enjoyed this fellowship after which Jack Pickthall, Fred Riley and I went to a small sidewalk cafe nearby for a sandwich. It was then approximately three o'clock in the afternoon. In this country we term the ham and cheese sandwich we got, a "submarine." It is a small loaf of French bread about 12 inches long, sliced in the middle and filled with a microscopically thin slice of ham and great big chunks of cheese. It takes a secure set of teeth, not to mention a strong pair of jaws, to handle this morsel.

That night the S. F. C. held a banquet in honor of the visiting cosmetic chemists at l'Ermitage des Loges à Saint-Germain-En-Laye. (Earlier in the day the ladies had been to Parfumerie Coty at Suresnes, Guerlain's Institute de Beauté and the Institute Jean d'Athene, where demonstrations and cocktails were the main business.) Needless to say, there were toasts and countertoasts and simply gallons of wine consumed along with a toothsome meal. This particular spot is in the suburbs of Paris. It was unfortunate that the weather was somewhat overcast or the entire affair would have been held outside. I was personally fascinated by the floor show which consisted principally of a French chanteuse. Who doesn't like French night club singers? Ted Coneybear had a surprise birthday song and reacted to the occasion as a Yankee recently turned Frenchman.

Following the banquet (there were practically no speeches) a group of us, including Jacques d'Aigremont,

decided to hear Patachou sing somewhere in Montmarte, It took two cars to get there. The car we were in simply could not find the place. In any event, Patachou wasn't singing that night. So we ended up in a bistro called Ma Cousine. This was a typically dark, heavily smokefilled night spot. Fortunately for the mixed group, all the singing, chanting and crooning was done in French. We enjoyed some creditable champagne and "called it a night."

Tuesday found all the men (and a few ladies) at the scientific meeting at the Centre National du Commerce Extérieur where fourteen papers were presented. You don't appreciate the number of papers in one day until you realize that each of these papers if given in French would be translated into English by a truly versatile Madame Besson, or if given in English were translated into French by the same gifted lady.

An address by S. F. C. President E. Bourdet and another by President Sab Strianse of the S. C. C. opened the meeting. The following papers were given:

Dr. S. Sabetay: "Apport de la France à la Cosmetologie

M. G. deNavarre: "Interférence des émulsionnants non ioniques sur les antifongiques"

Dr. Irwin Lubowe: "Etude expérimentale et clinique de quelques agents antiséborrheiques"

Dr. Juon:

"Le traitement médical intégral des affections du cuir
chevelu"

J. Morelle:

"L'importance biochimique du soufre en Cosmétologie"

Dr. H. C. Friederich:

"Reactions cutanées et cosmétologie"

Mrs. Cotte and
Mr. Gattefosse:

Mrs. Cotte and
Mr. Gattefosse:

Identification a l'étude de la diffusion in vitro. Codification d'une technique très précise en vue d'une normalisation des nouveaux exci-

Dr. A. Zenisek:

"L'Acide urocanique dans la sueur et la réactivité de la peau à l'irradiation"

Samuel Cohen:

"Les dérives de la diméthylhydantoine, nouvelles matiéres premières pour la Cosmétologie"

Dr. J. Sfiras:

Dr. Paolo Rovesti:

"Parfums et savons"

"Les biocatalyseurs cutanés végétaux"

Prof. Jacques Lecourt:

"Emploi de la Gelée Royale

rof. Jacques Lecourt: "Emploi de la Gelée Royale d'abeille en Dermatologie et en Cosmétologie"

Chairs in French meeting halls are no more comfortable than in the States. It is needless to say that by the time the day was completed (7:00 p.m.), we were all rather tired and flat at the bottom. That afternoon, however, I took a break to meet Pierre Perrin (Société Chermale de la Bourboule) with whom I had a chance to have an apéritif at the Hotel d'Iéna across the street. On the way back to the meeting, ran into Tokalon's Prichard who mentioned that he had room in his car for two passengers to go to Geneva. As a result, Senores Roque and Miralles now had transportation. At the same time I had a stimulating discussion of the Zenisek paper on Urocanic acid in human sweat with the author. He was completely charming, speaking in his own language, fluent French and excellent English. That night the group went off to the Folies Bergere, which my wife and I unfortunately were not able to take in.

Wednesday morning found us doing a bit of quick shopping, then a relaxing luncheon on the first level of the Eiffel Tower. It was a long meal. The day was beautiful so the view from this height was excellent. A quick trip over to Notre Dame, finishing off with an apéritif at a sidewalk café somewhere on the Rue de l'Opêra after which my wife, daughter and I boarded Air France for Nice. I wanted to see the jasmin in bloom in Grasse

the next day.

It was a pleasant surprise to find Maurice Couderchet waiting for us at the airport in Nice. His driver hustled us off to the Miramar Hotel where we spent the night. Next day Mr. B. Sansoldi picked us up for a trip to Grasse, a hurried tour through Charabot and a meeting with veteran perfumer, Maurice Coeur in his private perfume laboratory.

As luck had it, we were a little ahead of the season this time so there was very little jasmine in evidence. Certainly by ten o'clock in the morning there was no jasmine being picked although there had been a small harvest earlier in the day. The orange blossom trees looked in somewhat better condition than they did last fall when we were there. The olive trees likewise showed some resurgence of life. It is doubtful however if any great improvement had taken place. It is going to take several years to get back to where the trees were before

the "big frost."

Thursday morning the members of the S. C. C. party left Paris on Air France arriving in Geneva before noon. The wiley Swiss wouldn't take the whole group in one hotel. Instead the members were split up between the Hotels Des Familles, Bristol, Cornavin and Eden. That afternoon my wife, daughter and I boarded Swissair in Nice to catch up with the group in Geneva. The continental European airlines are not very strong on serving coffee, tea or milk with meals but always supply you with a "demi" bottle of wine along with an apertiff. It was an ordinary flight until the Alps, spotlighted by the setting sun, came into view. When we arrived in Geneva we were met by Mr. and Mrs. Francois Riondel who hustled up to the Taverne de St. Jean in the downtown area. We had already missed the cocktail party at the Palais Eynard given by the authorities of the city of Geneva in honor of the Society, welcoming them to the city. However, the dinner was just getting nicely under way. We never had a better opportunity to get re-acquainted with the piquant Swiss wines which have always tantalized my taste buds. The faint trace of carbonation in many is just something that is necessary to give them a certain zestfulness that you don't get with ordinary still wines. After a prolonged dinner we all walked to the downtown part of the city. It was only a few blocks. There we saw a most unusual parade celebrating the Fete, equivalent to our American Fourth of

July. The bonfires on the mountains started at a given time; we later viewed some of these at closer range. A quick nightcap at one of the sidewalk cafes and then tried to get caught up on our sleep.



Members and officers of the Swiss S.C.C., I to r, Dr. R. Brun, Dr. A. Barbier, Kurt Pfeiffer, Dr. N. Avalle, F. Riondel, and P. Desbaumes

Friday morning, August 2 the conference of the Swiss Society of Cosmetic Chemists and the U. S. Society took place in the Aula of the Institute of Physics, University of Geneva. The meeting was opened by the president of the Swiss Society, Mr. Kurt Pfeiffer, who had worked endlessly to make an exciting visit for the American delegation. Not only were tours planned for the ladies but for the men as well along with two days of business meetings. The following six papers were presented on various cosmetic subjects, after a short address by President Strianse.

Dr. N. Avalle:

"Aleurone and Bialeurone, The Most Recent Discoveries Applied to Cosmetology"

Dr. Robert Brun:

"Experiments on Mitotic Flare-Up and Acanthosis'

J. Deshusses and P. Desbaumes:

"Chromatographic Study of Colors and other Materials for Cosmetics

W. Guex:

"Carotenoids as Possible Colorants in Cosmetics"

Dr. Y. R. Naves:

"Recent Research in Chromatography'

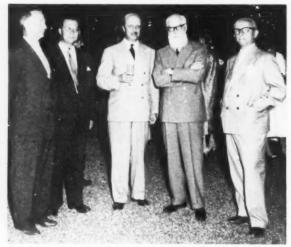
Dr. M. Stoll:

"Recent Progress in Gray-Amber Research'

The ladies took a boat trip on Lake Geneva that morning. At 15:30 p.m. the entire S. C. C. group visited the Firmenich factory. A short introduction to the Firmenich history in an air-conditioned auditorium after which we toured the plant. Now by bus to André Firmenich's villa, Creux-de-Genthod, on Lake Geneva for cocktails. The history of this chateau goes back to the seventeen hundreds. The formal gardens and the view of Mont Blanc are something to behold. The parlors literally oozed Louis XV furnishings, not to mention numerous, fabulous paintings. André Firmenich is also a collector of first editions, special bindings and printings. The Firmenich relationships sometimes are confusing. The present progeny were fathered by two brothers. Fred is the father of sons André and Roger. Hugo fathered George and Albert. We saw André, George and Roger.

Walter Wynne knew of a good place in Geneva specializing in poisson; so that night a small group of us, including Walter and his daughter, "E.-A.," ate fish followed by Crepe Suzettes for dessert.

Saturday morning my wife and I bought Swiss sweaters, handkerchiefs and china while the S. C. C. toured the city. Late that afternoon Mr. August Baumeister, in absentia, general manager of Tokalon International in Geneva, hosted at a dinner at Mont Saleve. On the way we got off the bus to take a cable car up to the top. Two ladies in the party "chickened-out" and went up the hard way, by bus. It was surprising to find them at the top of the mountain waiting for us, however. Though Mr. Baumeister was not there to greet us, he



At the cocktail party at the Givaudan villa at Bessinge, I to r, Thomas Pritchard, Kurt Pfeiffer, André Givaudan, Xavier Givaudan and Dr. André Barbier

was ably represented by Kurt Pfeiffer who read a telegram from him. Plenty of cocktails, lots of Swiss wine and an appetizing meal.

Givaudan's Dr. André Barbier very kindly drove my family and me back to our hotel, Des Familles, to again try to get caught up on sleep because the next morning the entire group were taking a trip to Sion at 8:30 a.m. This meant having breakfast before going to St. David's Church for the 7:30 a.m. Mass.

The churchgoers were met by the bus, and we were on our way. In Sion, capital of the Valais, we stopped for a reception at 11:00 given by the Cantonal Council at Valére Castle. Swiss cheese, needless to say, was present in abundance as well as wine and other apéritifs. We all had quite an up-hill walk to this place which had a very historic and exciting background (the ruins of Tourbillon Castle). This is wine country where Dole is one of the famous varieties. After the bienvenue we boarded our bus and started out for the café-restaurant, Mont Blanc, which is just past Lac Grenon in the general direction of Montana but still in the Valais. This picturesque spot is at an altitude of 1,700 meters, giving one an excellent view of Mont Blanc. Here we were treated to native Swiss entertainment including Raclette by Arval, S. A. Preceding the meal, of course, was a savory combination of thin slices of viande séche, the latter a coarse term that hardly does honor to this favorite food. Raclette, originally made by shepherds, is prepared by taking a large wheel of cheese (Bagnes, Conches or Simplon), cutting it in half and having the cut portion face a hot, upright charcoal brazier. At a certain point the cheese melts; the molten cheese is scraped onto warm plates and served immediately for eating. Both are essentially Valaisonne in character.

We drank plenty of wine although we watched the traditionally dressed Swiss orchestra drinking beer. A few of us wanted beer but were told that it is very bad to drink it at such a high altitude-along with eating melted cheese. One of the musicians was strumming an instrument that looked a little bit like a zither. The old German waltz he played was a ringer for the currently popular, "Swinging Sweethearts," which is supposed to be an English composition. After taking a few hundred pictures, we came back down the winding, narrow mountain roads, completely unguarded at the edge. We had many wonderful views of the valley-where the glistening Rhone river was ever present. The hairpin turns would have chilled one's blood but we were all prepared for this by generous quantities of Swiss wines. On the way back to Geneva we drove through Montreux, past the famous Castle of Chillon and the home of the late Aga Khan near Geneva.

Monday morning found us back at "work" at the Aula of the University of Geneva where the American papers along with a paper by Swiss Society of Cosmetic Chemists' president, Kurt Pfeiffer, were given. Pfeifer's paper covered European cosmetics, production and sales. Sam Cohen's paper on hydantoins was presented by Thomas Pritchard, while Dr. Irwin Lubowe gave his own paper with some additional notes on the clinical evaluation of some antiseborrhoeic agents. My contribution summarized all the work I had done during the past five years on the inactivation of preservatives by nonionics. That brought the technical session to a close. At three o'clock that afternoon we visited the Givaudan factory where we all had the opportunity of meeting one of the founders of the Givaudan organization, namely, Xavier Givaudan, father of André, both of whom were present to welcome the Society of Cosmetic Chemists and their guests. After visiting the factory and discussing a few facets of the manufacture and application of various toiletry materials, we were hosted by Mr. Xavier Givaudan and his son, André, at their villa, Bessinge, situated above Lake Geneva at Cologny. This is indeed a charming, old place with a fascinating history going back to the 16th Century. The home is resplendent with rare old masters. Especially appealing to me was the snuff box collection. We were most graciously received and entertained by our hosts.

That night Walter Wynne and a charming young couple, the R. Martin Classens, invited us to dinner at a gourmet's paradise called, Au Fin Bec, within walking distance of our hotel. The Chateaubriand was so much out of this world that my daughter is still talking about it. (The enchanting Classens are a recently wedded couple of some thirty days at the time we met them). The wild strawberries were some of the best I have ever had.

Tuesday morning found some packing hastily while others took a tour of the Nuclear Research Laboratory at Meyrin near Geneva. Kurt Pfeiffer took a few of us through the Comptoir de la Parfumerie where we met Pierre Tschanz. Immediately after lunch, we boarded a special BEA plane at the Cointrin Airport for London. Kurt Pfeiffer surprised everyone by having a little package of Lanvin perfume and a bottle of Floid, one of their own shaving lotions for men, all neatly cellophaned together, which were handed out to all those leaving Switzerland.

Our BEA flight was quite animated by the stewardess, a Scots girl, with a wonderful sense of humor—which she would have to have with our gang. Naturally, we had tea; BEA overwhelmed us with tasty little sandwiches and French pastries.

Arriving in London, we were greeted by three radiant

gentlemen and their lovely wives, Messrs. Pickthall, Marriott and Riley who wasted no time in making us feel at home. I drove downtown with Jack Pickthall and Fred Riley to discuss some of the plans, arriving at the Mostyn Hotel only minutes before the fifty odd members of our tour group. It was now nearly six o'clock. We were to be ready for cocktails and a buffet supper at 6:30 p.m., held in our honor by the British Society of Cosmetic Chemists, at a place within walking distance of the hotel, simply entitled "55 Park Lane." Here S. C. C. members met people whom they had known by name for many years and now had an opportunity to meet in person. A few that I remember were Jack Pickthall's son, Terry, and brother, Geoffrey, Dr. Boehm, wives of many of the men whom I had known over the years, and a remeeting with such personalities as S. P. C.'s Freddy Wells, Bush's Baron Langley, Yardley's Harry Polkinhorne (a threesome with whom I had a stage dinner a couple nights later). The Toilet preparations Federation's C. A. Williams, Chesebrough-Pond's Dobson and Middleton and Unilever's J. B. Wilkinson who was one of the few people who really made me feel as though the work on the nonionic emulsifier interference with preservatives that I have done over the past five years was not in vain. (Unilever had run into this problem and had gone a great deal of work on it as I was to learn). Ralph Harry, working in Portugal at the time, was missed by all. Toward the end of this gala occasion, the Council and officers of the British Society met with President Sab Strianse, Secretary Bob Kramer, Director Ted Coneybear, Assistant Editor Mariam Aarons and myself for a discussion of mutual problems. A very tasty filet was served to us along with endless liquid refreshments.

A sidelight of this delightful affair was the unusual charcoal broiled lamb chops which were being served to all guests right from the charcoal brazier in the patio. As a Yank who appreciates Canadian whiskey, it was

a treat to find the bar stocked with VO.

The International Conference on Hair which started off this entire series of events had the unwieldy title. "The Biology of the Hair Follicle and Growth of Hair." There were three days of this at the Royal College of Surgeons. The following authors and papers were heard.

Eugene Van Scott:

William Montagna:

O. Braun-Falco:

E. H. Mercer:

Gedeon Matoltsy:

E. H. Mercer: Thomas Fitzpatrick:

Herman B. Chase:

M. S. C. Birbeck:

A. Durward:

William S. Bullough

Edna B. Lawrence: Herman B. Chase: M. L. Ryder:

"The Anatomy of the Hair Follicle'

"The Histology of the Hair Follicle'

"The Histrochemistry of the Hair Follicle"

"The Electron Microscopy of the Hair Follicle"

"The Chemistry of Keratinization"

"The Biosynthesis of Fibers" "The Nature of Hair Pigments

"The Behaviour of Pigment Cells and Epithelial Cells in the Hair Follicle"

"The Electron Microscopy of the Melanocyte and the Spread of Pigment" "Vascularity and Patterns of

Growth of Hair Follicles"

"Mitotic Activity"

Factors Which Influence the Growth of Hair Physical Factors Nutritional Factors

James B. Hamilton: Melvin P. Mohn: R. E. Billingham:

Age and Sex Factors Hormonal Factors

Regeneration, Wound Healing and "de novo" Formation

While every facet of hair growth was discussed, one had to reach the conclusion following all these erudite studies that the best way to have a good head of hair is to have parents with a full head of hair; that there is no way of causing hair to grow back once it has fallen out, using a cosmetic preparation. Anyway, man is going to strive to find the answer to this riddle and perhaps in the near future a similar conference will be able to disclose the secret.

The College of Surgeons was actually opened by Her Majesty Queen Elizabeth on May 5, 1953, when she laid the cornerstone for the college. The Queen is an honorary Fellow of the Royal College of Surgeons. The auditorium in which the meeting was held was air-conditioned; it had an excellent arrangement for showing



Mrs. S. Strianse and Mrs. J. Pickthall cutting international cake

slides. Simultaneously, all the window curtains could be drawn and the lights slowly dimmed to darkness. The projectionist at the rear controlled these proceedings.

The fault found with some of the speakers at the Symposium was that they did not speak into the microphone; those of us from foreign countries found it difficult to understand some of them because English as spoken by an Englishman or a Scotsman is not the same as Yankee English. Some speakers had the mannerism of holding their fingers over their mouth as they were speaking, away from the microphone, which further muffled the sound. I must confess that all of the slides seen were of the highest caliber and expertly done.

Dr. G. H. Bourne (with a good head of wavy hair) opened the conference turning the chair over to Dr. William Montagna, a Yankee. Chairman Montagna (not too much hair) had a perfect command of the subject, being an expert on it in his own right. He kept the meeting lively and interesting. Many questions were asked throughout the duration of the conference. Chairman Montagna was also able to keep the program practically on schedule at all times, a feat most difficult to accomplish.

There were side trips for the ladies while the men were at meetings during the Conference. One trip took them to Hatfield House and another to Luton Hoo. Mrs. Robert Marriott hosted both trips.

Wednesday night, August 7, County Laboratories, Ltd., which sponsored this Conference, held a sparkling cocktail party at Claridge's Hotel. The entire S. C. C.

tour group was invited among others. To many of us it was a novelty to be announced by a red coated, knee breeched footman who announced each guest in loud, clear, nasal tones. The receiving line consisted of Sir Francis Frazer, acting president of the British Society for Research on Ageing, followed by Mr. A. E. V. Houchen, managing director of County Laboratories, Ltd. They were gracious hosts. As one entered the ballroom you were greeted by liveried waiters with trays of varied refreshments. Here I met Dr. L. Salfeld, Madame Rubinstein's chief chemist in London, the talented Mrs. Montagna, wife of the conference chairman, Dr. Masch, the S. C. C. group along with hosts of other important people too numerous to mention.

At the conference on Thursday, during the morning coffee break, I had a long discussion with Drs. Masch and Earlman (of Germany) regarding the formation of a Society of Cosmetic Chemists there. (A letter received from Dr. Neugebauer tells me the founding meeting took place in Kassel on August 31).



Jack Pickthall chats with brother Geoffrey and M. G. deNavarre

After lunch and for several hours, discussed the interference of nonionics with preservatives with Unilever's Wilkinson and Mrs. Wedderburn, then back to the Conference.

A subscription dinner held that night at Selby's followed the Conference. Unfortunately, I had made previous plans to attend a stag dinner with Freddy Wells, Baron Langley and Harry Polkinhorne at the A L'Ecu de France down on Jermyn street. While awaiting Baron Langley at the Mostyn, Beauty Counselors' John Clifford dropped in to complete our plans for Saturday afternoon and evening which we expected to spend with him and his charming wife, Pat.

At our stag dinner, Freddy Wells and I disagreed on the general subject of the interference of nonionic emulsifiers with preservatives. Freddy maintained that the materials were most versatile (a fact on which we all agree), that he had used them for many years and had never found the preservatives to become inactivated. (The next day Freddy checked some of his samples; a letter was on my desk on arrival from Europe telling me that he was forced to agree with me on the problem.)

Friday, by previous arrangement, Dr. L. Salfeld's car picked us up at the Mostyn Hotel to visit the Rubinstein plant in West Molesey, Surrey, where Dr. Salfeld showed us around. It was an illuminating plant tour. I was able to see their Korsch and Killian powder pressing machines in full operation. The machines are quite different in production capacity and apparently nigh on to indestructible. For as Dr. Salfeld pointed out, both had been worked by them day and night for quite a few weeks and still operating in good shape.

Dr. Salfeld is both a gourmet and a gourmand. He wasn't satisfied with showing us the plant; we had to

go to lunch. It just couldn't be anywhere. We drove to Brighton. In Brighton there is an uncommon eating place on Ship Street, called the Sussex Grill. The cordial Dr. Salfeld is known here as we soon learned from his conversation with the proprietor and the waitress at our table. We enjoyed wine, lobster, wine, English sole, wine, wine, wine and luscious French pastries. Ray Sinclair who was driving us around with Dr. Salfeld, took some pictures at Brighton and then hurried us back to London where Jack Pickthall's driver was to meet us at five o'clock. We were a few minutes late. Jack Pickthall's son, Terry and his friend, Duncan Heath with his Austin convertible had been driving my daughter and her roommate, "E. A." (Wynne) around the English countryside all day. They met us at Jack's home in Woodford Green, Essex. What a lovely garden Jack has! A quick apéritif with Jack and his wife, Olive, a few words with son Michael and off to Dickens' famous Maypole Inn at Chigwell, now called the King's Head, for another round of refreshment and a dinner relished by all. We looked around the place, saw where Dickens had written "Barnaby Ridge," went back to the Pickthalls to hear jazz which the young folks were enjoying no end, looked at some family pictures of them all, chatted a bit, after which Jack drove us back to the Mostyn.

The Toilet Preparations Federation held a cocktail party for the S. C. C. delegation on Friday night at the Martinez Spanish Restaurant on Swallow Street. Unfortunately the plans for this crystallized a bit late to appear on printed programs and not too many showed up due to previously made engagements. This was most regrettable. It is hoped the T. P. F. did understand the circumstances.

On Saturday Mrs. deNavarre and I ran into Assistant Editor of the Society's Journal, Mariam Aarons, at the Royal Copenhagen shop down on lower Bond street. Between us I am sure we have kept the Danes in business for quite a few months to come.

The principal shops in this part of London close about one o'clock so I never got around to doing any more shopping, for Gosnell's Reggie Warner was waiting for me at the hotel. Reggie had arrived about three o'clock with B. C.'s John Clifford. We discussed some mutual problems during the course of tea; wife Jeanette showed up a little after five and Pat Clifford arrived about six o'clock. The Cliffords and we dined at the A L'Ecu de France (again) after which we went to a play at the Westminster entitled, "Dear Delinquent." Then supper at a night club and back to the hotel in the wee hours of the morning.

After Mass on Sunday, squared away a few things with Bob Kramer, Ted Coneybear and Sab Strianse. The S. C. C. took off for a tour of Windsor Castle; those not going were to meet them at the airport. My wife and I visited Westminster Abbey instead. At two o'clock Dr. L. Peters from Leeds University arrived. I had met him last year. During tea we discussed various matters of interest which included the coloring of hair.

Sunday dinner customs in English restaurants are somewhat different from those in our own country and so my wife, Mariam Aarons and I ended up having a grilled dinner at a place called the "Grill and Cheese." In due course we arrived at the airport only to find that our flight had been delayed three hours from Frankfort. The S. C. C. group that had been out to Windsor had all come back late and were having dinner. It was a pleasant surprise to again see Jack Pickthall, Dr. and Mrs. Marriott, Mr. and Mrs. Fred Riley and Dr. Hibbott and family with whom we all had a drink. Our English hosts left after a while, and we waited out the time until one o'clock in the morning when our TWA Flight No. 971

finally darted off for Idlewild. That night all were so physically tired they slept peacefully. The next morning after a bacon and egg breakfast, Ed Morrish and Don Powers along with others took up a pool on the expected landing time at Idlewild. A young boy named Roy Hansell won the pot of \$52.

When we boarded in London, the TWA folks labelled all the baggage with a "K" for Kramer. You can imagine the pandemonium that took place at Idlewild when all the bags were headed for table "K" for Customs inspection. It was pouring cats and dogs to boot; some of the luggage was drenched; but fortunately mine came through dry although somewhat damaged.

We made our connections for Detroit in record time, finally arriving home late Monday afternoon, August 12. Tired but tremendously pleased at what had taken place during the previous sixteen days.

We had a chance to renew some old acquaintances, make new ones and we had experienced many, many gestures of hospitality that only the Europeans know how to show others.

In all there were fifty-one people, most of whom traveled together although there were a few wandering souls, such as Ray Stetzer, Bill Reiss, Maria Wiener, The Kreiders, The Wynnes, ourselves and possibly a few others who took some side trips. In fact, Walter Wynne and his daughter left us in London to spend a week in Ireland. The Steve Goffs stayed behind along with the Sab Strianses for another week in England.

My daughter had been adopted by a number of people and is proud of all her foster parents. In fact, she was sorry to have to leave Europe because she enjoyed it so much.

From a scientific point of view, we had heard dozens of learned papers on many facets of the cosmetic science, and as a result, we are all more rich for this knowledge. For my own part, I got a few ideas on which to do some further work here.

I am sure the others all gained something from it. too. Dick Malmstrom will never forget Paris. Sam Cohen fortunately met a "friend of a friend" as he relates it. Harry Bennett entertained us all. Sam Grant must have been out late nights in England because he dozed occasionally during the hair conference papers. Ed Morrish lost the hat he started with. Don Powers' Homberg was almost a trade mark. Connie Zannis looked like Harry Bennett's brother. Clay Ruhf's wife, Dot taught the younger generation a new card game. Audrey Langdon kept disappearing all the time. You never saw a man carry more bags and stuff than Abe Minton. "Van" ought to know that Jerry Amsterdam made expenses playing bridge, didn't he, Johnny Garizio? Bob Kramer's beret influenced a bunch of people to buy them including Murray Burdick. The Kreiders and Lubowes were probably the quietest couples aboard. Joe Hirschhorn borrowed some of my "cement" in Paris; guess it worked. He probably picked up his problem in the Flea Market. The Riis Rosenthals gave the impression of honeymooning while Sophie Plechner just looked like she was the happiest girl in the world.

In the more relaxed atmosphere now, all of us appreciated the patience and thorough handling of the countless problems that developed during this trip by the efficient Bob Kramer. His wife deserves some credit too, for she had to put up with a lot of things due to Bob's busyness.

We thank all our hosts and friends in Paris, Geneva and London for inviting us to visit them. We hope they can come as a group to the United States so we can reciprocate their sharing of knowledge and their friendly hospitality.

#### Talky Packages

Today's packages often talk too much. Talky packages are usually designed to sell the boss instead of the customer.

A package is a salesman. But unlike the human salesman a package cannot appeal to the ear or the intellect, but only to the eye. When you sell to the eye, design and color are your most effective sales tools. Words perform a secondary function.

The ultimate responsibility for package effectiveness rests with the packaging executive. Base your decisions on what will sell your customers rather than your boss—and your package will be your best sales tool.—Albert Kner, director of package design, Container Corp. of America.

#### Meaning of Color

O ut of context it is difficult to say what meanings specific colors will have for people. While it is true that certain common associations have grown up around some of the basic colors such as red (danger), black (death), white (purity), green (fertility), and so on, even these take on different meanings with variations in brightness, hue and tint, and when used in different contexts.

Decisions concerning whether to use color or black and white in advertising and packaging, and decisions about what colors to use, should be based on a consideration of all the above factors. Qualitative research provides the best means of doing this.—John Kishler, Ph. D.

#### Too Much Chasing Too Few

They say a real old timer is somebody who can remember when a dollar was still worth 58 cents.

We thought of that when the cost-of-living index went up again in August. That's more months in a row than we can recall. And now it's reported September will do the same.

Just what is this inflation that everybody is talking about and nobody is doing anything about? Well, somebody has defined it: "Too much money chasing too few goods."

That means available money with which to buy things increases faster than does the amount of things to buy. Since 1939 we have doubled our production. But in the same period our money supply has tripled. Naturally, with more money bidding for less goods, the price increases.

It's equivalent, says one observer, to a cook in the restaurant who waters the soup. That will serve more people, but the soup has less flavor and is less sustaining.

There's talk now of federal wage controls and of fixed prices. We don't like that. Americans submitted patrioptically to it during wartime and economic emergencies, but don't like it, and any other remedy is far preferable.

What will halt or at least slow down the wage-price spiral which brings inflation?

Well, one thing we can think of would be to lower the temperature of that money which is burning the pockets of nearly all of us. For consumer debt is now at an all-time high in relation to income. And that is by no means sound economics.—The Item.

Over 15,000,000 families now have cash incomes from sources outside their earnings of sufficient size to affect their bugets.—Sales Management.



DR. KURT KULKA\*

# Aromatic Aldehydes VII

#### Continuing - Benzaldehydes from Acids and Acid Derivatives

#### 7. Reduction of Amides

The direct reduction of amides to aldehydes is in many cases a more convenient method than the Sonn and Müller synthesis. However, the poor yields (20-30%) reported by Merling109 made this process impracticable. Recently Birch, Cymerman-Craig and Slaytor<sup>110</sup> obtained satisfactory results by sodium reduction. Amidines were reduced to aldehydes by sodium and ethanol, with or without liquid ammonia as the solvent. Amides (0.01 mole) were dissolved in slightly more than the theoretical amount of the proton donor (see below) and added to 70 cc. of liquid ammonia. To this solution was added 0.021 mole of sodium in small pieces. After completion of the reaction, ammonia was evaporated, the residue acidified with hydrochloric acid, and the aldehyde obtained via the 2,4-dinitrophenylhydrazone. The yields depend greatly on the nature of the hydrogen donor. For example, benzoylpiperidine gave the following yields:

> 28% with ethanol 46% " water 56% " phenol

80% " acetic acid 48% " ammonium chloride.

#### 8. The Stephen Reaction

This reaction was described in 1925<sup>111</sup> as a method for the preparation of aldehydes from nitriles.

 $\begin{array}{c|c} Cl & H_2O \\ & SnCl_2 & H_2O \\ \hline ArCN + HCl \rightarrow ArC:NH & (ArCH:NH\cdot HCl)_2 SnCl_1 & \rightarrow ArCHO \\ \hline HCl & HCl & \\ \end{array}$ 

The reaction is conducted by passing hydrochloric acid gas into an ether solution of the nitrile and stannous chloride. The intermediate imino-hydrochloride stannous chloride complex can be isolated and hydrolyzed to the aldehyde by boiling water.

The Stephen reaction, which is considered a modification of the Sonn and Müller synthesis, is susceptible to steric hindrance to a larger degree than the latter. z-Naphthaldehyde cannot be obtained by Stephen's method, and o-tolualdehyde only in poor yield, whereas benzaldehyde and 4-methoxyphenylacetaldehyde are obtained in 90% yields and  $\beta$ -naphthaldehyde in a yield of 73-80%.

#### Example

The preparation of  $\beta\text{-naphthaldehyde}^{\text{\tiny{112}}}$  is an example of this reaction:

"76 g. (0.4 mole) of anhydrous stannous chloride and 400 cc. of anhydrous ether are saturated with hydrochloric acid gas under agitation. The stannous chloride will form a viscous lower layer. Then a solution of 30.6 g. (0.2 mole) of β-naphthonitrile in 200 cc. of dry ether is added rapidly. The addition of the hydrochloric acid gas is continued until saturation of the mixture is reached. Agitation is then continued for 1 hr. and the reaction mass allowed to stand overnight. The ether is decanted from the solid intermediate compound, which is washed with 100 cc. dry ether. On steam distillation 23-25 g. (73-80% yield) of the aldehyde are obtained; this can be further purified by fractional distillation.

[Author's note: Since preparation of this article, modification of this reaction procedure has been suggested by T. Stephen and H. Stephen (J. Chem. Soc., (1956), 4695. When ethyl formate or ethyl acetate is used, stannous chloride, as well as the nitrile, will remain soluble in the solvent, even after saturation with hydrochloric acid. Thus 1 g. of the nitrile dissolved in ethyl acetate is saturated at 0°C with hydrochloric acid, and then added to a solution of 1.1 g. of stannous chloride in ethyl chloride, saturated at 0°C with hydrochloric acid. After standing for several hours, the stannichloride of the aldimine will separate; it is then washed with anhydrous ether, dried in a vacuum, and eventually poured into water. The aldehyde is recovered by steam distillation.

The Stephen reaction was recently studied by Turner<sup>113</sup> on a number of unsubstituted aliphatic and substituted aromatic nitriles. His findings confirm the assumed formation of a nitrilium salt in the first step of the reaction. A major factor in driving the reaction to

\*Fritzsche Brothers Inc.

completion is the precipitation of the aldimine stannichloride. In substituted benzonitriles the rate of reaction was appreciably increased by electron-repelling

In those cases where the Stephen reaction gives only low yields, a recent method by Pietra and Trinchera114

may be tried.

An aromatic nitrile is reacted at 35-55° C. with hydrazine (NoHa\*HaO) in the presence of a hydrogenation catalyst such as Raney nickel to give the hydrazone and azine. It is assumed that the reaction proceeds as

#### catalyst ArCN+N2H4H2O-ArCN:NNH

Hydrolysis to the aldehyde occurs by passing steam through a suspension of the reaction product in dilute sulfuric acid.

On account of partial decomposition by Raney nickel a relatively large amount of the hydrazine and a small amount of the catalyst have to be employed.

#### Examples

1) 1 g. benzonitrile in 4 cc. anhydrous ethanol, 3 cc. hydrazine and 50 mg. Raney nickel are agitated at 35° C. for 24 hr. The mixture is acidified to Congo red with hydrochloric acid, filtered, and the residue recrystallized from ethanol to give an 87% yield of (PhCH:N)2 melting point 93° C. which can be hydrolyzed to the aldehyde.

2) 1 g. of l-naphthonitrile, 4 cc. anhydrous ethanol. and 3 cc. hydrazine hydrate are reacted for 18 hr. at 55° C., filtered, the catalyst washed with ethanol and 0.5 cc. water and the washings added to the filtrate. The solution is permitted to stand for several hours, the precipitate separated and recrystallized from petroleum ether to give the hydrazone: 1-C10H2CN:N2H2, m.p. 92°. The mother liquor is acidified to Congo red with concentrated hydrochloric acid and after a few minutes 10 cc. 10% of ethanol is added. The precipitant: (l-C10H2CH:N)2 is recrystallized from ethanol. The total yield of the two compounds amounts to 69%. Both give the aldehyde after hydrolysis.

#### 9. Catalytic Reduction of Nitriles

According to Rupe and Hodel,115 yields up to 60% of the respective phenylhydrazones were obtained when aromatic nitriles were catalytically reduced in the pres-

ence of phenylhydrazine.

Recently Plieninger and Werst<sup>116</sup> hydrogenated nitriles under atmospheric or higher pressure, at temperatures of 20-25° C., using Raney nickel catalyst in the presence of sodium acetate and semicarbazidehydrochloride to obtain the corresponding semicarbazones. Various yields were obtained:

Phenylacetaldehyde - 70% Benzaldehyde - 58% o-Phenylene-diacetaldehyde - 20%

#### Example

In a typical example, phenylacetaldehyde semicar-

bazone was prepared as follows:

11.7 g. of benzylcyanide (benzonitrile), 8.2 g. of sodium acetate, 11.2 g. of semicarbazide-hydrochloric acid, 5.0 g. of Raney nickel, and 100 cc. of 50% aqueous ethanol or methanol were hydrogenated until 1 mole of hydrogen was consumed. The reaction mass was then heated to dissolve the solid, which was separated from the catalyst by filtration. After crystalization, the semicarbazone was filtered and water added to the mother liquor to obtain an additional amount of the product.

(Note that sensitive aldehydes are best liberated from their semicarbazone with formaldehyde.)

Author's note: Since preparation of this article, G. Hesse and R. Schroedel have reduced nitriles with sodium hydride-aluminum ethylate in tetrahydrofuran solution at room temperature, over a reaction time of 1-2 hours. Aromatic aldehydes were obtained in yields ranging from 70-88%. (Angew. Chem. 68 (1956), 438.]

#### 10. The McFadyen-Stevens Reaction

In this reaction an aromatic aldehyde is formed by the decomposition of a benzenesulfonacylhydrazide with alkali according to:

ArCONHNHSO<sub>2</sub>C<sub>6</sub>H<sub>5</sub>+Na<sub>2</sub>CO<sub>3</sub>→ArCHO+C<sub>6</sub>H<sub>5</sub>SO<sub>2</sub>Na +NaHCO3+N

#### Benzenesulfonacylhydrazides

These compounds can be prepared from an ester or an acid chloride:

 $ArCOC1+NH_2NH_2\rightarrow ArCONHNH_2+HC1$   $ArCONHNH_2+C_6H_5SO_2C1\rightarrow ArCONHNHSO_2C_6H_5+HC1$ 

#### Example

5.2 g. benzenesulfonyl chloride is gradually added to a well agitated, cooled solution of 4 g. benzhydrazide in 25 cc. pyridine. The reaction product is permitted to stand for 2 hr., then poured on ice and hydrochloric acid. The precipitated 1-benzoyl-2-benzenesulfonylhydrazide is separated, washed with water and recrystallized from alcohol.

Decomposition of the hydraziae: The decomposition of the benzenesulfonacylhydrazide is carried out by dissolving it in approximately 10-20 parts of ethylene glycol, heating the solution to 160° C. and adding at this temperature 5 equivalents of anhydrous sodium carbonate in one portion. After 1 min. the reaction is stopped by adding hot water. The reaction product is cooled and the benzaldehyde is obtained either by extraction or by steam distillation.

The yields in the McFadyen-Stevens reaction vary between 40-90% depending on the starting material. Substituted benzaldehydes are generally obtained in good yields. However, among those compounds which could not be prepared by this reaction are ortho and para nitrobenzaldehyde and cinnamaldehyde.

The applicability of the McFadyen-Stevens reaction to the preparation of certain heterocyclic aldehydes is important, although the yields are relatively low. For example, 4-amino-2-methyl-pyrimidine-5-carboxaldehyde was obtained in a 44% yield.118

#### 11. Aldehydes from Anilides

Weygand el al.110 reduced N-methylanilides of carboxylic acids to the aldehydes with lithium aluminum hydride in yields ranging from 50-75%. The reaction was carried out in tetrahydrofuran solution at 0°. In cases of steric hindrance higher temperatures and larger amounts of lithium aluminum hydride had to be applied. Some carboxylic acids, such as salicylic acid could be directly reduced to the aldehyde; however, the yields were considerably lower.

A review-discussion of reductions by lithium aluminum hydride by Brown 120 mentions also the possibility of reducing amides, nitriles and carboxylic acids

to the corresponding aldehydes.



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[Author's note: Since preparation of this article, H. C. Brown and R. F. McFarlin (J. Amer. Chem. Soc. 78 (1956), 252), have prepared lithium tri-tertiary-butoxy-aluminohydride thus:

This lithium compound they applied in tetrahydrofuran or diglyme solution, at low temperatures, for the reduction of acid chlorides to the corresponding aldehydes. For example, benzoyl chloride yielded benzaldehyde in a 78% yield.]

Aromatic acids were converted to the aldehydes via the anilides, as reported by Shirsat and Shah.<sup>121</sup> The reaction which proceeds over 3 steps, starting from the anilide, will be illustrated in the following example:

1) o-Toluanilide (30 g.) was reacted with aniline (14.5 g.) and phosphorus-oxychloride (120 g.) Result: 36 g. N:N'-diphenyl-o-toluamidine.

2) N'N-diphenyl-o-toluamidine (10 g.) was reacted with ethyl-chloroformate (3 g.) and sodium bicarbonate (8 g.) in benzene solution. Result: 6 g. N:N'-diphenyl-N-carbethoxy-o-toluamidine.

3) N:N-diphenyl-N-carbethoxy-o-toluamidine (2 g.) was reduced with 20 g. aluminum amalgam. The resulting dihydro-compound was not isolated but directly hydrolyzed to the o-tolualdehyde.

#### 12. The Reissert Aldehyde Synthesis

On reacting benzoylchloride with quinoline and an aqueous solution of potassium cyanide, Reissert<sup>122</sup> obtained 1-benzyl-2-cyano-1,2-dihydroquinoline:

On acid hydrolysis this compound split into benzaldehyde and quinaldic acid:

The procedure is generally applicable for the preparation of aldehydes from acids via their acid chlorides and is known as the Reissert aldehyde synthesis.

The Reissert compound, i.e., 1-acyl-2-cyano-1,2-dihy-droquinoline can be prepared in various ways:

1) From an acid chloride, quinoline and an aqueous potassium cyanide solution, Reissert proceeded as follows:

To a mixture of 20 g, of quinoline and 30 g, of potassium cyanide in 200 cc. of water are gradually added 45 g, benzoylchloride. The resulting semi-crystalline mass is separated, treated with dilute hydrochloric acid, filtered, and washed with ether. Yield: 36.2 g, crude or 30.3 g, recrystallized Reissert compound.

McEwen and Hazlett<sup>123</sup> prepared the compound in the following way:

30 g. of potassium cyanide are dissolved in 200 cc. of water and 28.2 g. of quinoline are added. To this mixture is added under agitation and cooling, in the course of 2 hr., 48 g. of p-chloro-benzoyl-chloride. The yellow solid precipitate is separated,

washed with water and a 5% aqueous sodium bicarbonate solution, then with dilute hydrochloric acid. The resulting solid is pulverized and extracted with ether. (The ether insoluble is p-chlorobenzoic anhydride.) The ether extract, containing the Reissert compound is dried and solidifies on standing, after evaporation of the solvent. On recrystallization from alcohol 16.7 g. of purified material is obtained.

 From an acid chloride, quinoline and potassium cyanide in liquid sulfur dioxide.

This procedure which gives excellent results in the aromatic series gives only intraceable dark mixtures from aliphatic acid halides, from which no definite product can be isolated.

Woodward 121 proceeds as follows:

10 g. of benzoyl chloride, 10 g. of quinoline (freshly distilled), 7 g. of potassium cyanide, and 35 cc. of liquid sulfur dioxide are placed into a pressure bottle, which is sealed and permitted to stand for 24 hr. under occasional shaking. The sulfur dioxide is removed, the residue washed with water, dilute hydrochloric acid and ether. Crystallization from alcohol yields: 16 g. of the Reissert compound. From 12 g. of cinnamoyl chloride, 16 g. of the Reissert compound were obtained in a similar way.

3) From an acid chloride, quinoline and anhydrous

hydrogen cyanide gas.

This procedure was described by Grosheintz and

Fischer 125 as follows:

Anhydrous hydrogen cyanide gas is passed into freshly distilled quinoline at a temperature of  $-5^{\circ}$  C. Under continued cooling a solution of 4-methoxy-benzoyl-chloride dissolved in dry benzene is dropped in during 10 min. The reaction mixture is permitted to stand at room temperature for 16 hr. Steam distillation under acidic conditions yields the aldehyde.

The hydrolysis of the Reissert compound to the aldehyde is done with dilute hydrochloric acid or sulfuric acid and the results are generally very good. The mechanism of the hydrolysis was studied and explained

by McEwen and Hazlett.

It is interesting to note that while quinoline lends itself well to the formation of the Reissert compound, not all quinoline derivatives do. Among the variety of quinoline derivatives studied, 6-methoxy-quinoline and 7-methoxy-quinoline gave Reissert compounds, whereas certain other substituted quinolines such as 2-methyl, 5-nitro, 5-amino, 6-dimethylamino, and 8-acetoxy, did not lend themselves to this reaction. 124,127 Recently Elliott, Jr.128 studied the nature of the organic bases in Reissert compounds and applied a number of heterocyclic bases with various results. From the reaction of 30 g. of 6-chloroquinoline, 45 g. of potassium cyanide in 250 ec. of water and 70 g. of benzoyl chloride, a 48% yield (26 g.) of 1-benzoyl, 6-chloro, 1,2-dihydroquinaldonitrile resulted. By a similar technique 1-benzoyl, 6-methyl, 1,2dihydroquinaldonitrile was prepared in a 60% yield and 2-benzoyl, 3-methyl, 1,2-dihydroisoquinaldonitrile in a 66% yield. These Reissert compounds could be hydrolyzed in good yields to benzaldehydes with concentrated hydrochloric acid. Under similar conditions, 6-nitroquinoline, 8-nitroquinoline and β-carboline did not form Reissert compounds.

The chemistry of Reissert compounds was recently reviewed by McEwen and Cobb. 129

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design for cosmetics.

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#### **Prospects for Essential Oils**

Prospects for essential oil in British colonies are given in the annual report of the Colonial Research Council on research which reviews the work done and progress in the schemes approved for research grants under the Colonial Development and Welfare Acts from April 1, 1955 to March 31, 1956. The laboratory investigations were reported in the Pharmaceutical Journal for August 17, 1957 as follows:

CEDARWOOD OIL.—Samples of cedarwood (Juniperus procera) sawdust and oil from various sawmills and oil distillers in Kenya have been examined, and in instances where both oil and sawdust from the same mills were submitted it was found that the oil was generally dirtier and of a much lower alcohol content (calculated as cedrol) than it need have been with the material available. Recommendations have been made for improving the quality so that its properties might approximate more closely to those of Juniperus virginiana.

CINNAMON LEAF OIL.—The position of Seychelles cinnamon leaf oil has again been considered, both from the point of view of its value relative to other eugenolcontaining oils and also its possible displacement by other substances as a starting material for vanillin pro-

SAGE OIL.—The long term investigation of Cyprus sage oil has been continued. A general tendency for yields to reach a maximum sooner when the time of flowering was earlier has been shown, and it was of interest also that the way in which the optical rotation of the oil varied with the locality maintained the same pattern in different seasons. It appears that leaves from various districts may have their maximum oil content in any month from July to November. The period fixed by law for cutting, namely, August 1 to November 30, is, therefore, approximately correct, but it might possibly be extended to include July, especially in a year of earlier flowering.

STROBILANTHOPSIS .- Oil distilled by a planter in Northern Rhodesia from flowers, leaves, and stem-tips of Strobilanthopsis linifolia has been submitted to a detailed examination. The oil was shown to consist almost entirely of sesquiterpenes, or oxides and alcohols derived from them. The chief constituents were caryophyllene and caryophyllene oxide; copaene and ledol were also present, as well as an unidentified sesquiterpene and a sesquiterpene alcohol.

VETIVER OIL.—An unusually high yield (4.8 per cent) of oil has been distilled at the Laboratory from vetiver roots (Vetiveria zizanioides) supplied by the Director of Agriculture, British Guiana. Because of its different odour, the oil could not be considered as a suitable alternative to Java or Réunion vetiver oils, but its high alcohol content suggested that it might be a promising

source of vetivenol for the perfumery industry.

YLANG-YLANG OIL .- A sample of ylang-ylang oil, which had been distilled in Zanzibar from flowers gathered from an experimental block of trees at the Kizimbani Experiment Station of the Department of Agriculture, had analytical constants corresponding closely to a "first" quality oil. The odour was inferior to what was expected of this quality, lacking top note, but since this oil is usually fractioned to obtain the necessary grades, the unfractioned sample was considered promising.

LIME OIL.—Three samples of lime oil, distilled by the Zanzibar Clove Growers' Association from limes grown by the Department of Agriculture, have been found to be comparable analytically with West Indian oils, except for the citral content which was higher than usual for distilled oils. Trade opinions on the samples varied, but were on the whole favourable.

The prospects for essential oils in Tanganyika have been reviewed for the Department of Agriculture. It was recommended that the production of geranium and patchouli oils should be maintained, paying special attention to quality, and the possibility of producing neroli and pettgrain oils from existing bitter-orange trees should be examined. Both lemongrass and citronella (Java type) should be grown and trial plantings made with lavandin.

#### Tips on Tips

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Room service—quarter minimum, then 15% of the

Maid-\$1.00 minimum, or average 75 cents for two nights or more.

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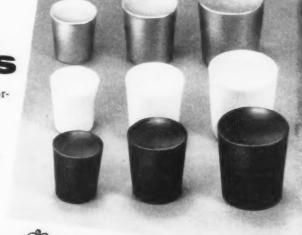


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A completely new line of men's toiletries is making its debut this fall with the introduction of "Executive," created and developed by Paul Klein. It features a patented permanent container. All items in the line can be identified by the distinctive gold-plated handle. In addition to its bold-black packaging, "Executive" containers carry a distinguishing symbol on the crown. The shorthand symbol for "Very Truly Yours." Individual items are \$3.50. Refills are \$2.00.



#### 2. SHONTEX

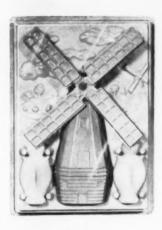
Using four colors on a new tube designed by The Sheffield Tube Corp., the Shontex Co. has given its hair and scalp conditioner a definite new look. Both box and collapsible tube carry the same design pattern, adding aquamarine and gold touches to the blue and white combination Shontex has used for years. The new package is another example of the effective use of color on collapsible tubes.

#### 3. PEGGY SAGE

This magic circle manicure bag by Peggy Sage is designed for convenience. When opened, this bag spreads flat to form an eighteen inch manicure work base. Special inside pockets that lie flat when the bag is opened, put at hand, emery board, cotton balls, and also Hand Cream and Nail Aid. At the center of the bag is a clear plastic base that holds a bottle of each of the following: Manicure Polish, Satin Base, Cuticle Remover, Polish Remover. Also, a regular size Lipstick in the same shade as the polish is included. The bag is made of rose-patterned white, satin-finished cotton, with the inside work base and pockets covered with plastic. Opened and closed by a drawstring. Retail price, \$10.95 plus 55¢ tax.

#### 4. HELENE PESSL

The latest addition to the Little Lady Toiletries collection, a new combination in bubble bath powder with cornstarch in an unbreakable windmill—plus cologne and silicone hand lotion in tulip-shaped squeeze 'n spray bottles, contoured to fit comfortably into young hands. Price, \$3.00 plus tax.







4.

6.

#### 5. BRADLEY CONTAINER CORP.

For the first time a lightweight, pliable, plastic tube has been used to package a cold water soap. Called "Personal Suds", the soap comes in a 3 ounce polytheylene tube made by Bradley Container Corp. "Personal Suds," a product of the Rex Chemical Co., will reportedly produce suds in hard or sea water and is efficient at any temperature for wools, cottons, and all synthetic fibres. Packaged in a white tube with red and black printing, "Personal Suds" is displayed in a die-cut carton that stands the tubes upright. Retail price, 69¢.

#### 6. GERMAINE MONTEIL

Germaine Monteil introduces her new Super-Royal Fluid Make-Up containing Royal Jelly. According to the manufacturer it is a combination of Royal Jelly, Vitamin A, special skin conditioners and moisturizing agents. Packaged in a cone-shaped bottle with golden cap, 1 ounce, \$7.50, 2 ounces, \$12.00.

#### 7. JEAN PATOU

"Lasso", the first new fragrance in ten years by the House of Jean Patou, is making its American debut this fall. The perfume comes in a specially designed fluted crystal "skirt" bottle, packed in a dressmaker box of grey and tweedy paper. Looped around the throat of the bottle is a slim white lasso from which the label is suspended. All sizes are fitted with a golden screw top. "Lasso" perfume is available in 5 sizes from  $1_{6}$  oz. at \$5.00 to the deluxe 2 oz. size at \$45., plus tax

#### 8. CHRISTIAN DIOR

Reminiscent of the decor of Louis XV's time are the curved lines of the Baccarat flacon of Christian Dior's new perfume, "Diorissimo"; the spray of hand-sculptured bronze flowers that springs from the perfume "vase," the same burnished gold on the pedestal and sloping neck of the flacon. This presentation of "Diorissimo" includes pink, satin-covered, gold-stamped coffret. "Diorissimo" comes not only in the Grand Luxe Baccarat but also in the Atomizer with gold plated top and the Atomizer Refill as well as in the classic Dior Urns. The 2 oz. Grand Luxe Baccarat is \$175.00 plus tax.





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### **PRODUCTS & IDEAS**

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Controls at individual mixer panels include; a weight selector dial for each ingredient; a "Batch Request" button; an "Acknowledgement Light"; and light and heavy weight indicators.

To request a weighing the operator first sets the weight selector dial for the amount of ingredient the formula requires. Then he pushes the "Batch Request" button. Request is transmitted electronically to the main control panel. "Acknowledgement Light" flashes on operator's panel, and remains lighted until the weighing has been delivered to the mixer.

The complete system includes: screw, gravity or other feeding arrangements from storage bin to scale, depending on the material involved, an automatic hopper scale, and suitable delivery conveyors from scale to mixers.

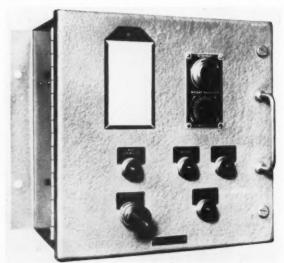
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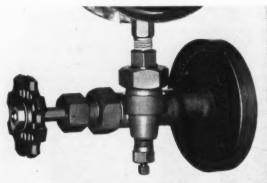
#### OFFSET VALVE-3

A new valve for instrument piping and general use which acts as a block valve, as well as greatly reducing the number of threaded connections required, is being introduced by Jerguson Gage & Valve Co. This valve, the Jerguson #66U-VG, is an offset valve with a vertical rising ball check on the downstream side of the seat and with a solid shank connection to the vessel which makes it acceptable as a block or root valve. These valves combine unions, nipples, reducers, elbows, tees, valve and drain valve into one unit. They have a double seating stem for repacking under pressure and a pressure bleeder valve and test gage connection. Seats are regrindable and renewable; and the valves have union connection to the gage.





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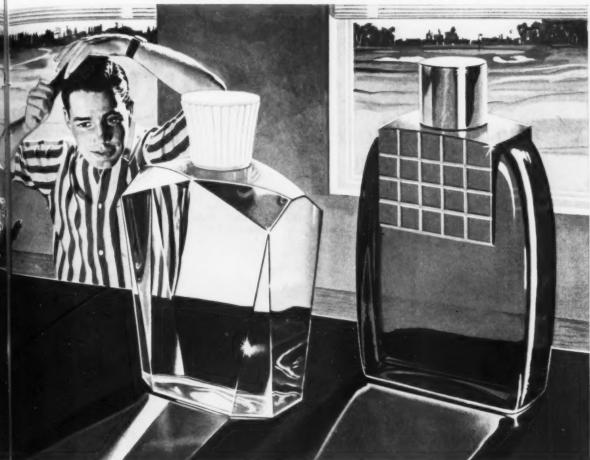


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### Food and Flavor Color



MORRIS B. JACOBS, PH.D.

Fifth Circuit United States Court of Appeals holds that the Secretary of HEW has authority to fix tolerances and utilization of food and flavor colors.

A recent decision in a case concerning the use of artificial coloring matters on oranges, specifically of FD&C Red No. 32, commonly known as Oil Red XO, is of importance to the flavor industry and to those interested in food additives, in general.

In a previous issue (May 1956) of the American Perfumer and Aromatics, the status of coloring matters permitted for use in flavors was reviewed. It was mentioned at that time that several cases were being considered in the courts.

One of the principal points at issue in the litigation was the contention of the Food and Drug Administration that it had no choice other than to ban a material if it was in any respect harmful for it was enjoined by law not to certify any color or dye unless it was "harmless."

This interpretation of the law (specifically the order of the Secretary of the Department of Health, Education, and Welfare banning the use of FD&C Red No. 32 for the coloring of oranges and for use in foods issued in 1955) was challenged by the Florida Citrus Exchange and Frank R. Schell, the holder of patents relating to the processes of coloring fruits in a consolidated action before the United States Court of Appeals for the Fifth District in New Orleans. This Court in a divided opinion (2 to 1) held that the Secretary of HEW does have the authority to set tolerances and to prescribe the conditions of use of such coloring matters even though they were not entirely harmless. This decision thus broadens the powers of the Secretary over the utilization of coal-tar colors.

#### Definition of Adulteration

You will recall that section 402 (a) of the Federal Food, Drug, and Cosmetic Act as amended states that

a food shall be deemed to be adulterated in subsection (2) if it bears or contains any added poisonous or added deleterious substance which is unsafe within the meaning of section 406. Now section 406 (a) says in part: "Any poisonous or deleterious substance added to any food, except where such substance is required in the production thereof or cannot be avoided by good manufacturing practice shall be deemed to be unsafe for the purposes of the application of clause (2) of section 402 (a); but when such substance is so required or cannot be so avoided, the Secretary shall promulgate regulations limiting the quantity therein or thereon to such extent as he finds necessary for the protection of public health, and any quantity exceeding the limits so fixed shall also be deemed to be unsafe for the purposes of the application of clause (2) of section 402 (a).

The law thus allows the use of substances which cannot be avoided by good manufacturing processes but requires the Secretary to set tolerances for such substances.

In its discussions concerning the need for the decertification of FD&C Orange No. 1, FD&C Orange No. 2, and FD&C Red No. 32, the Food and Drug Administration called attention to instances of illness caused by such dyes. Specifically the Food and Drug Administration cited an instance which occurred in December 1955 in which a large number of children were made acutely ill from the consumption of popcorn containing about 0.3 per cent of FD&C Red No. 32. This led the agency to discover other instances of acute illness from popcorn being caused by the use of this color. The FDA scientific studies have shown injury to dogs in tests at levels as low as 0.01 per cent of the diet. In quantities at 0.04 per cent in the diet of test dogs, consumption proved 100



ARGENTEUIL - SEINE - France

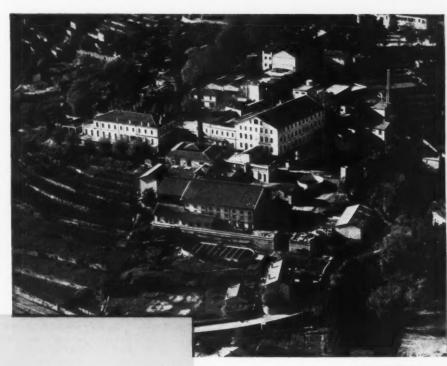
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per cent fatal. Such concentrations are far in excess of possible use in foods.

#### Court's Decision

The basis of the Court's decision was a review of the meaning of the words "harm," "harmful," and "harmless," and the section 406 of the law which permits the use, under limitation, of poisons when such practice is unavoidable as discussed above.

It was the majority opinion of the Court that such terms had to be interpreted in a relative rather than an absolute manner. The Court pointed out that if a dye could be used in such minute quantities that it could be ingested without harm or injury, then it was indeed harmless.

To quote, "The statute which we construe provides for the fixing of tolerances for added poisonous and deleterious substances required in the production of food and, by a 1954 amendment, for the fixing of tolerances for poisonous pesticides on raw agricultural commodities.

"We cannot see how the objects and purposes of the statutes would be furthered by a construction which permits safe, i.e., harmless quantities of poisons other than coal-tar colors to be added to food where required in its production, and which permits safe tolerances of poison for pesticides, but prohibits the use of coal-tar color in the most minute and harmless quantity because it is harmful or injurious in large quantities.

"Such a construction would be unwarranted discrimination, not so much against the coal-tar color and manufacturers of it, but against that important segment of the orange producers who are economically dependent on it."

The Court recalled that the Congress had stayed the order of the Secretary of Health, Education, and Welfare decertifying FD&C Red No. 32 by passage of H. R. 7732 of the 84th Congress, 2nd session amending section 402 (c) of the Federal Food, Drug, and Cosmetic Act with respect to the coloring of oranges to permit the use of FD&C Red No. 32, in a sense, at least until March 1, 1959 and in doing this implied that the use of coloring for oranges was a step required in their "production." The Court stated in this connection, "We construe the action as requiring the Secretary under section 406 (a) to determine whether the use of the



color Red No. 32 is required in the production for market of oranges grown by a substantial segment of the orange producing industry; and if he finds that such use is so required, then to determine the quantity, if any, that can be tolerated as safe, and by regulation to limit the quantity to such extent as he finds necessary for the protection of public health."

#### Flavor Aspect

The final status of this decision is to be seen in the future. If the Congress in its revision or change of the Food Drug, and Cosmetic Act does not change sections 402 (a) and 406 (a) drastically then this decision may well affect the ruling of the Secretary with respect to the addition of flavoring substances to foods. Many flavoring substances both artificial and natural are present in minute amounts in the final food product and it may well be that tolerances for such substances will also have to be set by the Secretary of HEW.

Indeed, the Secretary of the Department of Health, Education, and Welfare has asked the Court of Appeals in New Orleans, La. for a re-hearing by the Court in the fall. It is highly probable that this case will wind up in the Supreme Court.

#### Coal-Tar Color Definition

In this connection it is interesting to note that the Food and Drug Administration has amended its definition of coal-tar colors. Section 135.01 (a) defines the term "coal-tar color" as articles which (1) are composed of or contain any substance derived from coal-tar, or any substance so related in its chemical structure to a constituent of coal-tar as to be capable of derivation from such constituent; and (2) when added or applied to a food, drug, cosmetic, or the human body or any part thereof, are capable (alone or through reaction with other substance) of imparting color thereto.

The Food and Drug Administration rejected the request of Hoffmann-LaRoche for a change in this definition which would exempt certain colors made synthetically and put out its own amendment as follows:

"Except that the following substances are not regarded as coal-tar colors: Carotenoids isolated from vegetable sources without intermediate or final change of identity (including annatto and bixin and their salts obtained from the seeds of the tree Bixa orellana by extraction with aqueous alkalides or other suitable solvents); cochineal or carmine from Coccus cacti; alkanet from Anchusa tinctoria; chlorophyll from vegetable sources; carbon black; charcoal black; caramel obtained from carbohydrates by heating; turmeric or curcumin (rhizones of Curcuma longa) and coloring matter extracted therefrom; saffron (stigmata of Crocus sativus) and coloring matter extracted therefrom."

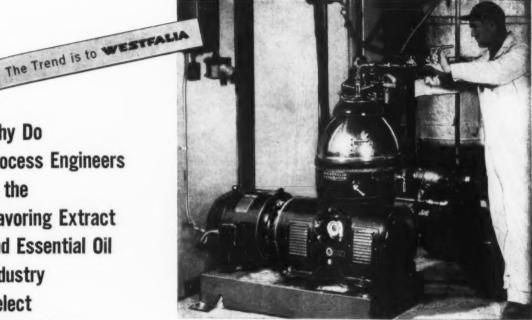
So many protests from industry were received by the Food and Drug Administration relative to this definition and to the order removing FD&C Yellow Nos. 1, 2, 3, and 4, that is naphthol yellow S, naphthol yellow S potassium salt, yellow AB, and yellow OB, respectively, from the list of certifiable colors that FDA has postponed these orders and has stated that it plans to hold hearings on these matters. This may well be in the fall.

#### **International Approved Colors**

Professor R. Truhaut, Faculte dé Pharmacie, Paris, presented before the 3rd Symposium on Foreign Substances in Food, held at Como, Italy on May 14-18, 1957 (which symposium was discussed as it related to flavors in the June, 1957 issue of American Perfumer and Aromatics) a list of coloring matters that were considered suitable for use in foods and flavors. This list represented the views of the International Union Against

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Cancer Meeting at Rome in August, 1956 and of a meeting of the Permanent European Committee for the study of the protection of people against the risks of chronic toxicants held in Ascona, Switzerland in April, 1957.

It is to be noted that this list contains only five FD&C colors but it does include some of the natural coloring matters named in the new definition as exceptions to the definition of coal-tar color.

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1 Oou Colo	10		
Color		Colour Index No.	
1. Ponceau 4R (new coccine) 2. Scarlet GN	213	185	41 34
3. Azorubin	208	179	38
4. Amaranth, FD&C Red No. 2	212	184	40
5. Fast Red E	210	182	39
6. Ponceau 6R	215	186	42
7. Carmine, cochineal	1381	-	107
8. Orseille	1386	1242	
9. Erythrosine,			
FD&C Red No. 32	887	773	93
10. Anthrocyanins	1394		112
Orange I. Sunset Yellow FCF,			
FD&C Yellow No. 6	-		29
2. Orange CGN		-	32
3. Annato, bixin	1387	1241	109
Yellow 1. Tartrazine,			
FD&C Yellow No. 5	737	640	64
2. Fast Yellow <sup>a</sup>	172	16	23
3. Quinoline Yellow	918	801	97
4. Resorcin Yellow	186	148	26
5. Turmeric, curcumin			-
Green 1. Copper chlorophyll			
complexes	1403	1249-a	110
Blue			
1. Indigotine, FD&C Blue No. 2	1309	1180	105
2. Indanthrene Blue RS	1228	1106	104
Black			
1. Brilliant Black BN	6	6	58

Presented at 3rd Symposium on Foreign Substances in Foods, Como, May, 1957. The use of erythrosine should be limited as much as possible, particularly is should be avoided in candies and food for children. Should not contain more than 3% of the monosulfonate derivative.

There will be 5.75 million operating business concerns in the United States in 1975. On the average our economy needs one business concern for every 40 people. In 1929 we had one business concern for every 40.2 people; in 1939, one for every 40.6; in 1949 one for every 37.3 and in 1955 one for every 39.1. This growth is linked with the population upsurge. On an average day in 1957 more than 11,500 American babies will be born; more than 4,300 marriages will take place and approximately 4,300 Americans will die. Each such average day in 1957 will bring a net increase in our population of almost 8,000.—Dr. Ralph Watkins, director of Research, Dun & Bradstreet.

Banking economists agree the best time to collect large tax revenues is during a business boom. They believe income taxes should not be cut until there is a serious hint of a depression or steep recession. To cut taxes when business is booming, they say, would pour spending fuel to the inflationary fire.

## Second Guessing for Decisions

When old generals Eisenhower and Montgomery spent a lively spring day at Gettysburg doing some Monday morning quarterbacking on the decisions of far older generals Lee and Meade, many well-meaning citizens and citizenesses were shocked and said so shrilly in print or from the platform.

What they didn't realize was that a considerable part in the education of any professional officer has for many years been played by organized second-guessing of every battle from Salamis on down. It's one of the best and most useful methods of teaching tactics to people who will some time have to make the right first guesses.

But what Ike and Monty didn't realize when they so gaily let themselves be quoted, was that this eminently sensible device for training decision-makers would draw criticism because it was so little known outside the profession of arms. In fact, except in the training of football teams, by the re-run and self-criticism of last Saturday's game films, it is the exception, not the rule, to find organized second-guessing used for training people to be on their toes in peacetime competition.

The honorable exceptions do include some university schools of business, and a number of corporations. One of the latter, typically, "re-runs" both its outstanding uccesses and outstanding flops in executive session for the instruction of its coming generation of management.—Rogers, Slade & Hill.

## Inflation

Inflation has hit sales promotion. Wooden nickles sold as promotion gimmicks by the Marvic Co. of Brooklyn cost six cents apiece in lots of 1,000. There is some hope, though, in lots of 5,000 the nickles cost only four cents.

—Industrial Marketing.

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 The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, James H. Moore, Jr., 48 West 38th St., New York 18, N. Y. Editor, William Lambert, 48 West 38th St., New York 18, N. Y. Managing editor, None. Business manager, John H. Muller, 48 West 38th St., New York 18, N. Y.

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James H. Moore, Jt. (Signature of publisher)

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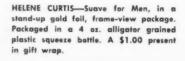




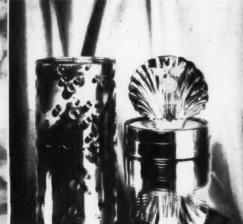


CIRO—From the left, Little Dancers, purse-size flacons of the perfumes, Danger, Reflections, Surrender, New Horizons and Ricochet, dressed in ballet "skirts" of swansdown, and jewelled caps. Priced at  $$2.50 - 1\frac{1}{4}$$  dram; next, in a modern crystal bottle, Danger, priced at \$15.00 for 1 oz. and \$8.50 for the  $\frac{1}{2}$  oz. size; New Horizons, in a curved crystal bottle, priced the same as Danger, with the addition of a  $\frac{1}{4}$  oz. bottle at \$6.00; on the right, Ciro's Deux Pour Le Bain, Esscent Mist and Shaker Powder. In the five Ciro fragrances, the price is \$5.00 plus tax.









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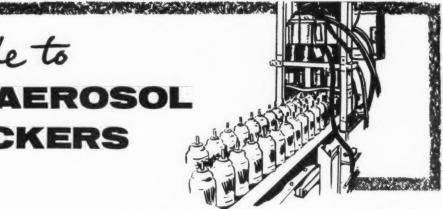
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## **AERO SCRIPTS**

Jack Pickthall, F. R. I. C.



The duPont survey on cologne sales in the United States reveals the surprising (to me at any rate) fact that only % of the nation's cologne users knew of the aerosol method of dispensing these products. The survey, undertaken in 48 urban areas, suggests that only 10% of he women have tried an aerosol cologne but despite these figures, twentyone million dollars were spent on them in 1956 and this, out of a total cologne sales figure of fifty-six million dollars. These aerosol sales figures make our mou h water but I should think that a good 73% of the women in the U.K. have heard of aerosol toilet water. All we have to do is persuade them to use them. Whether they will ever be so extravagant as their U.S. counterparts and use them in rinse-water. I doubt.

## Shellac and P.V.P.

What an excellent article Victor Di Giacomo has presented under the heading 'Aerosols for Packing Cosmetics' (this journal May, 1957). A neat and comprehensive introduction to the subject and a wealth of information on individual items. Foam products are extensively covered. On shave-creams I missed that important ma erial glycerol which always seems to me to have advantages over other polyhydric substances in the class of product under discussion. I thoroughly agree with his suggestion to experiment with P.V.P.—certainly one of the most interesting of all cosmetic materials. Patent positions apart. I have always found that dichlorodifluoro-methane can be adopted as the propellant in a shave-cream without the addition of other propellants. I was tickled to note mention of two of my particular favourites, benzyl alcohol in shampoos and borax in shave-creams. These two chemicals have the most unique properties and help to solve many a sticky problem.

I wonder whether there really are more perfumery problems with shellac than with P.V.P. Whilst talking of the precipitation of shellac, the unbleached variety is seldom mentioned, but is much to be preferred. Both from an eventual solubility angle and from the corrosion view-point, the unbleached type should be used—dewaxed of course. Really good hair lacquers can be made from \*Chief Chemist, Polok & Schworz, England, Ltd.

shellac and Mr. Di Giacomo's formula looks pretty good to me. Although there are many ways of overcoming the disadvantages of P.V.P., or rather improving its performance as a hair set, I still prefer the addition of a little shellac. All that is required is the correct blending agent in the correct proportion. The addition of ethyl cellulose to P.V.P. again with a blending agent, gives excellent results at first glance but in due course the ethyl cellulose tends to precipitate. I hope no one will write to say—all you have to do is to find the correct blending agent in the correct proportion!

The problems found in aerosol powders are very well discussed by Mr. Di Giacomo. I think the use of a medium in the form of iso propyl myristate is necessary not only as a suspending agent, but also to provide adhesion to the skin. Often a powder applied from an aerosol container will tend to build up on the skin and fall away. As one of the constitutents of a tale, I like light magnesium carbonate which certainly tends to even out the differing suspending properties of other powders. We are experimenting with micro-cel a synthetic calcium silicate and the results are more than promising, especially as it appears that a high proportion of powder can be used in the container. What its application in cosmetics could be, is another matter.

### Need for Book on Aerosols

As the Aerosol Age says, there is an urgent need for a comprehensive book on aerosols. To date, most of the available information on the subject has come from the suppliers of one or more of the many items which go to make the finished product possible. Certain suppliers have issued really excellent booklets, pamphlets and bulletins and even if they do have an axe to grind, they are to be congratulated on their efforts. The sum total of the information issued by makers of propellants, cans, bottles. valves, perfumes, etc., would certainly add up to a book. The aerosol filling article in the May edition of Soan & Chemical Specialties gives a very clear picture of just what happens in a large filling factory. There is nothing like describing the large-scale operators to get over the basic ideas of cold and pressure fillings. Definitely an article for the files. A little

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and research on Aerosols

bird has told me that an English author is well on the way with his book and knowing the writer, I am sure it will be very well done.

In the same issue there appears a comprehensive review of the properties and possibilities of hydrocarbons as aerosol propellants. Physical data on several lowboiling hydrocarbons is given. Safety precautions are reviewed and several product formulae are included.

### Three Main Types of Aerosols

It must always be of interest to American readers to hear something about contributions on aerosols from the other side of the water and I particularly draw your attention to an article by Dr. W Raehs under "Cosmetic Aerosol Containers." This was originally published in Kosmetik-Parfum-Drogen Rundschau, Austria, and the translation appears in the Perfumery & Essential Oil Record, June, 1957. This article gives a fairly comprehensive review of the subject of aerosols and splits them up into three main types-Atomized sprays, Liquid sprays which settle in the form of solu-tions and Foamy Aerosols. Powder products are not included as the author says they are not yet in large scale production on the continent. Propellants are discussed at some length and the rather surprising statement is made that one of the most used propellants is a mixture of propane or butane or of n-butane and iso butane. After discussing the more normal type of propellants as we know them, he speaks at some length of a monomer of stabilized vinvl chloride which, he says, is cheaper than the normal propellant. Its flammability factor is said to be between those of the halogenated range and propane-butane. Further claims are made that this monomer is stable under certain conditions. Its stability to water lies between that of monofluorotrichloromethane and difluorodichloromethane. It is said to have the pronounced advantage of being the solvent for many lacquers and in particular for their shellac components. It does not make a very good vehicle for perfume oils however and the aerosol perfumes prepared with vinyl chloride are a bit dull in fragrance.

Filling methods, valves and containers are discussed and to be honest, most of this section adds very little to the literature. I must, however, record how glad I was to note his strong warning against the use of uncoated glass aerosols and his warning that Continental toiletry producers realized that a compartively small number of aerosols packed in glass have already caused a sequence of accidents which are self-explanatory. Aerosol perfumes are discussed at some length and whilst most of the previously quoted aspects are discussed, Dr. Raehs has some new useful points to make.

## Sun Tan Creams in Aerosols

There is an interesting contribution from Schimmel Briefs No. 263, February, 1957 concerning sun-tan creams in pressurized form. The foam is an oil in water cream containing an anti-sunburn preparation. They stress the im-

portance of the viscosity of the emulsion. A proprietary sun screening agent is used at the rate of 7-10% and it is suggested that self-emulsifying glyceryl monostearate or propylene glycol monostearate makes an excellent emulsifying base when used in combination with a triethanolamine soap. On application. the oil is said to leave a light film which protects the skin from the drying action of wind and sun, in addition to screening out the harmful rays. They point out that if the pressure is under 30 psig, the cream tends to leave the nozzle and then gradually expands into a foam. For this reason the cream runs down the side of the container. If, however, the pressure is above 40 psig, the cream expands rapidly and emerges as a compact foam. The consistency of the foam depends not only on the pressure but the concentration of the propellant used. A medium pressure propellant at the rate of 10% gives a soft, moist cream, while a high pressure propellant gives a stiff, dry foam. It is suggested that a maximum of 55 psig should be used.

## Physical Data on Propellants

I would like to take the liberty of quoting the summary of a very comprehensive article by Goodhue and Franz in the May, 1957 edition of Soap and Chemical Specialties:

"Mostly because of recent developments in aerosol packaging, the requirements have changed so that practical use is now being made of hydrocarbon propellants. This paper contains a compilation of physical data on the lower boiling hydrocarbons with vapor pressures in the range most practical for use in pressurized packages. Propane, butane and isobutane are included as propellants and some data are given on pentane and hexane which can sometimes be used as diluents. Charts are presented showing the variation with temperature of vapor pressure, density, surface tension, solubility in water, solubility of water in hydrocarbons and flammability limits. The safe use of these propellants in the filling plant and in the finished product is discussed. Typical formulations are included.

### Plastic Aerosol Bottles

To those people who have been waiting for the plastic aerosol bottle, the Abplanalp and Pizzurro article in the May edition of Soap and Chemical Specialties must have brought a lot of hope. The article gives some impressive results on the very important question of permeability. They give a comprehensive range of tests for shave-creams, shampoos, hair lacquers, colognes, antiperspirants, etc. Quite honestly, I was a little bewildered after reading this article to know whether or not plastic aerosol bottles did in fact fulfill all our requirements. This confusion, to some extent, lies with the fact that the article describes the various types which have been dedeveloped. However, as stated, figures are available for water based products and alcohol based products. In addition, some comment is made upon the effect of perfumes in these containers.

## Custom Filling

Having read with considerable interest the argument of Custom filler versus Do it yourself in the Aerosol Age of June 1957. I find myself without an answer to the question. As a matter of fact, I am often asked advice on this particular point and quite honestly, it is impossible to answer it without more inside information than the enquirer is prepared to give. All I know is that the contract fillers in England are doing a remarkably good job.

## Perfumes and Colognes

I suppose I will be forgiven for having a special interest in the Society of Cosmetic Chemists meeting on May 10. One of the major papers on the program was a talk on plastic coated push-button containers. I think the remark to the effect that in certain quarters it is considered that the aerosol will soon be the only recognized method of packing colognes and perfumes, shows supreme optimism. I know a lot of people in the perfumery field who are going to take a lot of persuading to discontinue the traditional perfume pack in favor of the aerosol dispenser. One can only await the report of the committee of the C.S.M.A. concerning the evaluating method for the precise safety of glass aerosol packages. Such a report is obviously long overdue. I was particularly interested in the comments which were made on the method of venting plastic coated aerosols.

## U. S. Ahead of Europe

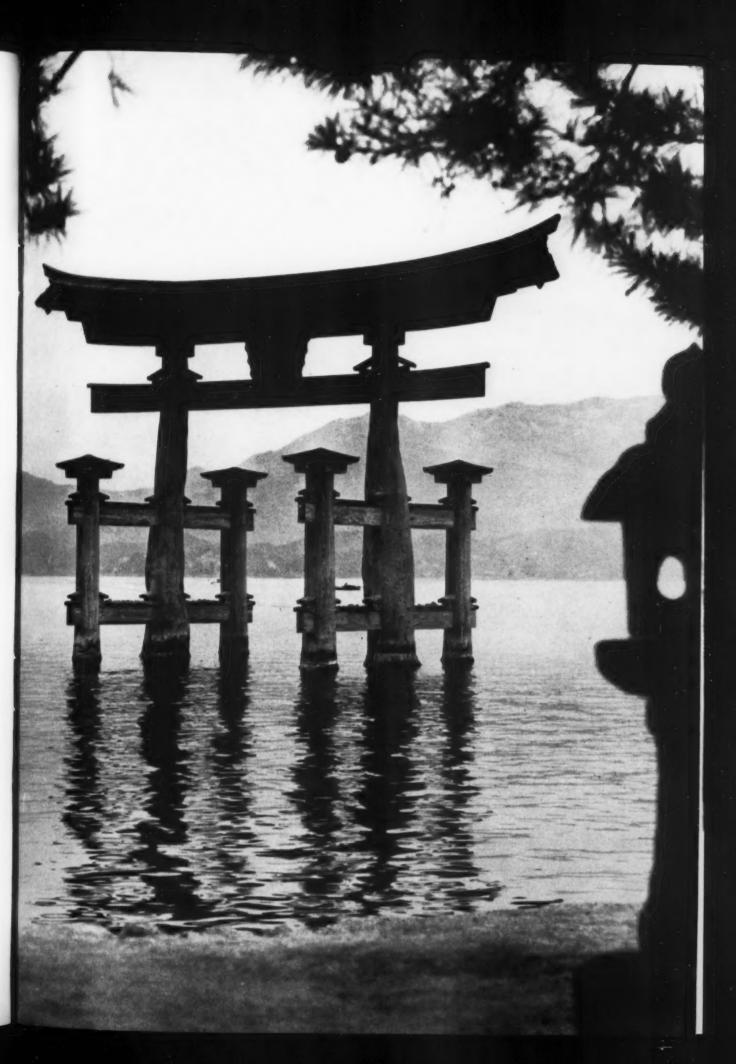
We in the U.K. read with envy the result of the 1956 survey by the Chemicals Specialties Manufacturers' Association. At 320 million non-food aerosol units sold in 1956, one can see that Europe is only on the fringe of things. Further, the increase of 30% compared with 1955 is quite amazing. We were not surprised that hair sprays had taken over first place as we have always thought this product to be a "natural" in aerosol form.

## **Formulations**

A. Herzka, already well known for his writings in the aerosol field, has given a comprehensive review of household pressurized products (Soap, Perfumery and Cosmetics, August 1957). He confidently produces a figure of 12 million units for 1957 and with a large measure of truth, puts down the low U.K. figures for 1956 as due to the poor Summer of that year. He summarizes the method of operation of an aerosol, discusses space sprays, surface sprays, foam packs, propellants, dispensers and gives very useful information of the formulation of insecticides, room deodorants, moth proofers. dry cleaners, oven cleaners, anti-tarnish sprays, glass cleaners, furniture creams, shoe polishes and rug and upholstery shampoos.

## Spray Patterns

Readers interested in aerosol spray patterns should certainly refer to Morris J. Root's article in this journal, July, 1957.



## A FRITZSCHE "EXCLUSIVE"

AN OCCIDENTAL MIND may not comprehend the underlying symbolism expressed in every facet of oriental design, but it can feel and appreciate the sensitive beauty that is inherent in its sculptures, its paintings, its temples and its shrines. Whether it be the sure, deft stroke of an artist's brush, the graceful lines of Miyajama's sacred Torii, or the delicately proportioned silhouette of a softly glowing paper lantern, in each there is exquisite taste, simply stated and refined. And so, in this month's exclusive fragrance, we have sought to present a perfume interpretive of these attractive qualities. PAPER LANTERN is a light oriental, in which a floral background composed of neroli, jasmine and rose absolutes, slightly modified with lighter balsamic, woody characters, has been topped with airyfresh aldehydic notes. Natural animal derivatives of civet and musk, discreetly used, enrich and fix this intriguing fragrance for long-lasting enjoyment. PAPER LANTERN is a perfume for those connoisseurs who desire and appreciate luxury, subtlety and refinement in their personal extracts, colognes and toiletries. Would you like to examine a testing sample?

CREATORS of MADE-TO-ORDER FRAGRANCES for PERFUMES, TOILETRIES and COSMETICS

ODORANTS and DEODORANTS for INDUSTRIAL and TECHNICAL USE

SUPPLIERS of AROMATIC CHEMICALS, BASIC
PERFUME and FLAVOR RAW MATERIALS

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New Flavor Research Laboratory

LAVOR RESEARCH is at the very heart of any business which purports to serve completely the myriad and diverse needs of today's enormous flavor consuming industries. That we are aware of its great importance is evidenced by the emphasis our management is placing upon new and original research covering every aspect of flavor specialization—chemistry . . . manufacture . . . utilization. In recent months, our facilities for serving the food and beverage industries with greater competence than ever before have been augmented by new laboratory installations which will be devoted primarily to flavor research. This—a portion of the new installation is pictured above—and other improved facilities soon to be added, will continue to further the interests of our customers and—coincidentally—the reputation and leadership of FRITZSCHE . . . . a first name in flavors since 1871.



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## MAYBE I'M DIFFERENT!

... but I don't think so. Seems to me it's only natural for us little tykes to favor a medicine that's good-tasting to one that tastes bitter or bad!

Of course it's natural—and that goes for young and old alike. Of two equally effective oral products, the one with the pleasant taste will always enjoy a definite psychological advantage over its less palatable competitor.

But the problem of developing appropriate and fully compatible flavorings for many of the industry's newest pharmaceutical products is one demanding of the flavor specialists' utmost skill and experience. Such skill and experience will be directed toward the solution of your drug product's flavor problem if you will permit our PHARMACEUTICAL FLAVOR DIVISION to work in confidential cooperation with your own laboratory staff. May we invite you to take advantage of this service?

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## News

## and Events

## Maurice Maubert Honored by France

Maurice Maubert, president and gen-eral manager of P. Robertet & Cie, Grasse, France, the parent company of P. Robertet, Inc. of New York, has been named to the rank of Chevalier in the Legion d'honneur. This distinction



Maurice Maubert

was awarded to Mr. Maubert on the basis of his achievements in the field of essential oils.

Mr. Maubert, who was born in 1888. began his career under his father, at P. Robertet & Cie. in 1905. The firm was founded by his great-uncle in 1850. For more than 50 years he has contrib-uted to the growth of the essential oils industry. His outstanding achievements in this field have been in the evolution of new extraction processes. He is assisted by his sons Jean and Paul Maubert, in the capacity of managing directors.

## Bristol-Myers Presents Drug Jar Collection to Smithsonian

A collection of rare antique drug jars, including a unique Persian albarello made during the 13th century, and one of the few in existence, was presented recently by the Bristol-Myers Co. to the Smithsonian Institution in Washington, D.C. The presentation was made by Lee H. Bristol, Sr., president of Bristol-Myers. at a luncheon held at the Pierre Hotel to celebrate the company's seventieth anniversary.

## **Pfizer Expects Sales** To Reach \$200,000,000

Chas. Pfizer & Co. expects this year's sales to reach two hundred million dollars for the first time. According to an announcement by Edwin H. Smith, Pfizer's controller, sales are about 15% higher than last year with profits 10% greater. He indicated that the sales volume was being influenced somewhat by the threat of an Asiatic flu epidemic.

## **Agricultural Chemists Discuss** Cosmetic Analytical Methods

A direct analysis of nail lacquer solvents that does not require separation of the solvents from other ingredients was one of the analytical methods discussed in a paper by J. H. Jones, C. D. Ritchie and S. H. Newburger before the Cosmetic and Color Section of the Assn. of Official Agricultural Chemists at the meetings in Washington October 14, 15 and 16. Dr. G. Robert Clark presided. A procedure for using partition chromatography for the analysis of lipsticks was described by M. E. Pietrak and S. H. Newburger of the F.D.A. It is suitable to analysis of lipsticks containing either castor oil or oleyl alcohol as the solvent for customarily used halogenated fluorescein colors. A progress report on a continuing study of analytical problems with mascara, eyebrow pencils and eye shadows was made by Dr. Paul M. Jewel. A paper on the application of ion-exchange resin chromatography to the analysis of shampoos containing alkyl sylfate detergents was presented by Dr. Newburger.

## AEROSOL SYMPOSIUM HELD AT PHILADELPHIA COLLEGE



More than 150 registrants representing pharmaceutical industry and education attended the Aerosol Symposium at the Philadelphia College of Pharmacy and Science, August 20th.

Those who addressed the group are shown here. Seated, left to right: W. Earl Graham, division manager of research, Crown Cork & Seal Co.; Thomas D. Johnson, Jr., manager, aerosol propellent sales, E. I. duPont de Nemours & Co., Inc.; Walter E. Beard, Jr., director of research, Risdon Manufacturing Co.; and Robert A. Foresman, Jr., aerosol con-

sultant of Philadelphia, Pa.
S.anding, left to right: Dr. Martin Barr, Associate Professor of Pharmacy at the College, who in addition to addressing the group was Chairman of the Symposium Committee; Dr. Ivor Griffith. President of the College who welcomed the group; Dr. Linwood F. Tice, Associate Dean of the College, who was moderator for the program; and Davis S. Tillotson, head of Isotron Sales Service, Pennsalt Chemicals Corp.

## Kolmar (Aust) Pty. Ltd's New Plant in Sydney, Australia



Kolmar (Aust.) Pty., Ltd., the Australian subsidiary of Kolmar Laboratories Inc., Milwaukee, Wisc. has erected a large modern plant in a suburb of Sydney, Australia's largest city, to produce virtually all types of cosmetics; and in the near future will also produce nail lacquer.

The operation is staffed with four chemists including W. P. Burger who was chosen from the staff of chemists in the U. S. Kolmar organization. The managing director is Leslie L. Hall who

commenced the Kolmar operation in Australia 17 years ago and is highly respected in the dominion. Miss Mabel Smart, secretary, has been with the company since its inception.

Kolmar Laboratories, directed by Lessing L. Kole, chairman of the board, operates plants in Milwaukee, Wisc.; Port Jervis, N. Y.; Hollywood, Calif.; Barrie, Ont., Canada; Paris, France and in Mexico.

## SCC of Great Britain Lists New Program

The program of scientific meetings for the session 1957-58 has been arranged as follows: Tues. 29th October, 1957. Dr. A. J. P. Martin, Gas Liquid Chromatograohy; Fri. 29th November, 1957. Dr. V. R. Wheatley, Chemistry and Biochemistry of Sebum; Wed. 18th December, 1957. Dr. R. H. Marriott, Penetration of Skin—Dead or Alive; Fri. 3rd January 1958. D. F. Anstead, Pigments, Lakes and Dyestuffs in Cosmetics; Mon. 17th February, 1958. W. C. Botfield, Perfumery; Fri. 7th March, 1958. Miss Eve Gardiner, The Practical Use of Cosmetics; Fri. 25th April 1958. Mr. Jean

Martin, Men's Cosmetics in the U.S.A.
The meetings will be held at the Royal
Society of Arts, John Adam Street,
Adelthi, at 7:30 p.m.

## Denver Research Institute To Publish Volume

The paper-backed volume containing about thirty papers on x-ray diffraction. spectography, and instrumentation will be published about mid-November at a price of \$4.50 per copy. These papers were presented at the Sixth Annual Conference on Industrial Applications of X-Ray Analysis held by the Denver Research Institute, University of Denver.



A first prize winner in the Old Spice Father's Day Contest was Anthony Markus, Display Director who arranged the above window for The White House in San Francisco. Award was \$1,000 for the best in the department store category in cities with more than 220,000 population.

### Stuart K. Hensley Elected President of Toni Co.



Stuart K. Hensley

Stuart K. Hensley, formerly executive vice president of The Toni Co., has been elected president and chief executive officer of Toni to succeed R. Neison Harris, founder and former president of the company. Mr. Hensley rose through the ranks after starting in the sales organization. He joined the company in 1946 as a sales representative in Florida. He later became divisional manager, regional manager and general sales manager. R. Neison Harris will be the Gillette Co. vice president responsible for the overall operations of both Toni and Paper Mate divisions and will continue to be president and chief executive officer of The Paper Mate Co. No appointment was made to fill the post vacated by Hensley.

## Magnus Chemical Co. Introduces "Liqui Lave"

The Magnus Chemical Co., of Garwood, N.J., announces the introduction of a new hand cleaner called "Magnus Liqui Lave."

## Angelique Plans Four Contests

Angelique is running four contests from September thru December with winners chosen for best descriptions of White Satin, Black Satin, Pink Satin and Red Satin respectively. Open only to girls selling Angelique products. Prizes range from \$250 in the September contest to \$1,000 in the December contest.

## Drug, Chemical, Allied Trades Names Officers

The Drug, Chemical and Allied Trades Assn. of St. Louis recently installed the following officers to serve for the coming year. President, Louis J. Kirchhoff; 1st Vice President, Fred J. Lence; 2nd Vice President, Philip A. Gunn; Secretary and Treasurer, William J. McMillan. The following were installed to serve on the board of directors: George W. Barth. Lee F. Donley, Norman E. Dietz, Harry A. Schmidt, William A. Tipton, Otto A. Wasem.

## Uncertainty in the Lavender Lavendin Market

(From our Grasse, France, Correspondent)

It is the custom to wait, each year, for the Digne fair, which takes place on the first Saturday of September to get an idea of the crop importance, of the prices, of the mraket tendency and of the buyers' and sellers' intentions.

This exhibition, which is more and more losing any interest, displayed itself this year amidst a general unconcern.

In the issue of the exhibition report it is stated that hardly about forty lavender together with lavandin oils lots, produced by various centers of the Barréme area, have been exhibited, and one 5 tons lavandin lot exhibited by the whole of the distillers of a same Basses-Alpes area.

Regarding the crop importance, opinions are differing in accordance with the cultivation areas and with the distillation areas. Distillers are declaring a poor yield, while cultivators are complaining that the crop has not reached the expected quantities. If we judge by some results that are personally known to us, we would infer that both of them are, generally speaking, quite in agreement.

Lavandin, which has an easy market

Lavandin, which has an easy market between Frs.: 1.100- to Frs.: 1.200-per kilo, production prices, do not show any tendency whatever. On the other hand lavender is firm, owing to distillers refusing to accept to sell at the offered prices of Frs. 10.000- to Frs.: 12.000-per kilo, as per ether contents.

On buyers' side, their requirements do not appear to be particularly important. One would suppose that foreign customers have not yet decided to order, doubtless waiting for a price decline, as the results of the 20% premium granted to the export trade, which premium at a very moment seemed to have stimulated a rise of prices at the production time.

## Chicago SCC Holds October Meeting

The October meeting of the Chicago Chapter of the Society of Cosmetic Chemists was held October 8th at Henrici's Restaurant at the Merchandise Mart. The guest speaker was Dr. W. J. R. Camp who spoke on "A Profusion of Poisons." Dr. Camp pointed out the poisons and poisonous materials present in the average home and the problem of eradicating accidental poisoning.

## C.S.M.A. Exhibit in Dept. of Commerce Bldg.

Business services available to manufacturers of specialty chemicals for home and industry are outlined in an informational exhibit open to the public, in the lobby of the U. S. Department of Commerce Building, Washington, D. C. Provided by the Chemical Specialties Manufacturers' Assn., the exhibit is one of 17 trade association booths in the Commercial Standards Exhibit sponsored by the Commerce Department's Commodity Standards Division. The exhibit area will be open through October 18th.

## HEYDEN NEWPORT ANNOUNCES APPOINTMENTS







Ernest E. Holdman

Richard H. Boggs

Clement H. Hors

Heyden Newport Chemical Corp. announces appointments in a newly formed division. Ernest E. Holdman has been appointed vice president and general manager of Heyden Newport International, which will be responsible for handling export sales of both naval stores and chemicals. Mr. Holdman, a pioneer in export of wood naval stores, has been

associated with Newport Industries since 1914.

Richard H. Boggs has been appointed sales manager, chemicals for export. Clement H. Horst has been appointed assistant vice president of the new division. Mr. Horst will be in charge of handling export sales of naval stores products.

## J. F. O'Brien Retires Chemist Club Golf Trophy

The Chemist Club Golf Trophy which has been awarded each year since 1945, was successfully retired by John F. O'Brien of McKesson and Robbins Inc., who fired a 77 at the Hackensack C.C. course. This is O'Brien's third win and he now keeps the trophy permanently.

## Owens-Illinois Glass Co. Opens Office in Miami

Establishment of a South Florida sales office on Biscayne Blvd. in Miami for the Glass container and Libby Glass divisions of Owens-Illinois Glass Co. has been announced. William H. Adams is senior salesman in the Glass Container Division's new office.

## FRITZSCHE HOLDS MONTHLY FLAVOR SEMINARS



The Flavor Laboratory personnel of Fritzsche Brothers, Inc. is shown in the accompanying photograph participating in one of the monthly Flavor Technology Seminars recently instituted by the New York essential oil and chemical firm's executive staff. The seminars are under the direction of Harold L. Janovsky, chief flavor chemist. The program covering many areas of interest, takes in administration, production and sales, davor chemistry, technology, physiology, and legislation. Fred Wesley, one of the

firm's pharmaceutical flavor specialists, is shown in this picture addressing a recent group meeting. In addition to Messrs. Wesley and Janovsky, the speakers included Dr. E. H. Hamann, William J. Downey and Frank S. Mild. Subjects discussed were: "Essential Oils in Flavor," "Aromatics in Flavor," "Fruit Flavors," "Colors in Flavor," and "Pharmaceutical Flavoring." The company is contemplating extending invitations to customers to attend there informative seminars.



There are many scenats to producing good parfume. Here in the famous and ancient Caldey Island monastery off the Pembrokeshire coast, a group of Cistercian monks have built a perfumery business which already has large sales in England and in the United States. Perhaps the most famous of their perfumes is named, appropriately "Caldey Number 1"?

## Product Testing Methods Investigated by Chemists at Fourth S. C. C. Seminar

U pward of 150 members of the Society of Cosmetic Chemists and guests attended the two-day seminar held in Chicago on September 19 and 20, and expressed a keen interest in the scientific discussions, particularly with regard to product testing. This was the fourth annual seminar of the Society, the first to be held outside of New York.

If the seminars as a whole have made cosmetic history, this was no exception. As a backward glance, the concept of educational seminars was advanced within the Society for many years by M. G. de Navarre, who finally saw his ideas come to fruition. In 1954, under the presidency of Dr. D. H. Powers, the first Seminar Committee was established, with Gabriel Barnett as chairman. For three years, with the same chairman, advanced discussions were held on a wide variety of subjects, reflecting the many fields of science and technology with which cosmetics are related: animal testing, aerosols, perspiration and radioactivity to name but a few.

This year, with Joseph Kalish as chairman, the seminar was moved to Chicago, in an effort to bring into the sessions chemists from the Far West and the Midwest, and particularly those from smaller firms and those in relatively subordinate positions. for whom travel to New York was difficult.

Three sessions were held, all inspiring wide interest, but this report will be centered on one of the sessions (product testing), which seems to loom large in

importance. The meeting opened with three papers by dermatologists on the biological aspects of skin and hair pigmentation (the emphasis proved to be on the skin, not the hair). Dr. Allan L. Lorincz of the University of Chicago School of Medicine presented an opening address which served as a keynote or summary of the more recent findings in this field. Dr. S. William Becker, Jr., of the University of Illinois School of Medicine, followed with a presentation on currently used methods for increasing skin pigmentation, and particularly dealt with the use of medicines taken internally for vitiligo. Dr. Norman B. Kanof of the New York University Post-Graduate Medical School then completed the discussion with a talk on methods for decreasing skin pigmentation: mercury compounds, sunscreening agents, and others. The morning session was highlighted not only by a lively discussion, but by a brilliant extemporaneous talk by Dr. Stephen Rothman, especially on some disputed points regarding the role of enzymes in skin pigment forma-

The third session of the seminar (the second will be dealt with separately) took up the question of the use and adaptation of miscroscopic methods in cosmetic research. Again, the subject was divided into studies of skin and hair, with the former handled by Major Michael J. Davis of the Walter Reed Army Institute of Research, and the latter by Murray Berdick.

It was in the second session that the

highlights of the seminar appeared. To give an historical backdrop, a Society committee for product testing and evaluation had been set up some months before, under the chairmanship of Dr. Donald H. Powers, and with a group of subcommittees engaged in the investigation of various cosmetics. After many months of studies by the subcommittees, the seminar became the platform on which the preliminary results were aired. Dr. Powers introduced the speakers with a presentation on the purpose of the committee, and explained that the chemists were striving for uniform methods for the evaluation of the properties of cosmetic products, without evaluating the qualities of such products. In other words, can one measure the rate of waving, the foaming efficiency in hard water, the extent to which perspiration is inhibited in a given area? "Methods should be accurate and reproducible," said Dr. Powers, and should deal with the performance of the product; what effect it has on the part of the body to which it is applied.

Six products were chosen for investigation and were reported on at the meeting: waving lotions, creams and lotions, shampoos, deodorants, antiperspirants, and aerosols.

The first report, on waving lotions, was submitted for the committee by Ross Whitman, who pointed out that this was a collaborative effort of the research chemists and laboratories of various firms in the industry. The committee undertook two projects: a standard method for determining the wetting rate of a cold-wave lotion; and a method for determining the waving power of a lotion. The emphasis was almost exclusively on the first project, where various laboratories failed to obtain the same results on the same lotions. A modified Draves test was used, but the wetting action being almost instantaneous, accurate measurement was difficult. Whitman reported some progress toward uniformity of method, however. The discussion on shampoo evaluation was led by H. Henken, who reported that two aspects were under discussion: pH and consistency (viscosity). Only the former was investigated, with a method recommended by the committee. From the floor, there was questioning as to whether pH and viscosity are pertinent to the evaluation of the performance and efficiency of the product. Dr. Powers contended that all test methods may prove valuable so long as they are standardized and reproducible.

Reporting on creams and lotions, Gabriel Barnett, in the absence of Dr. P. G. Lauffer, emphasized viscosity measurement, using the Brookfield viscometer. The committee likewise failed to obtain reproducible results.

Perhaps the most extensive and detailed study dealt with the evaluation of antiperspirants and deodorants, presented by Walter G. Fredell. The antiperspirant procedure involves the use of pads to collect the perspiration, and the careful control of the activities of the subjects. The deodorant test is based on the subjective determination of odor level by judges, with five categories of odor levels being used.

## Literature on Lanolin

To the American Perfumer & Aromatics

The technical literature pertaining to lanolin is cluttered with obsolete and erroneous data which has been accumulating ever since that subject first appeared in print. Information long since antiquated and in many instances erroneous, is rewarmed and rehashed repeatedly while the published results of modern research are passed by unnoticed.

Irving Colbert's article, "Lanolin and its Forward Look," in the July 1957 issue of the American Perfumer, calls for the following observations:

Page 41, column 2, line 1.- The presence of the fatty acids, lanoceric, lanopalmitic, carnaubic, oleic and cerotic, has not been recognized since 1945. These names were given to impure mixtures of acids which were incorrectly identified by early workers. See pages 33 & Wool Wax Chemistry & Technology," E. V. Truter, Interscience, 1956.

Page 42, column 1, 2nd paragraph.— The triterpenoid alcohols are not now believed to be composed of "three terpene molecules connected with the general formula C<sub>30</sub>H<sub>18</sub>." Since 1952 it has been demonstrated that these compounds have the carbon skeleton of sterols rather than that of triterpenes. See: Curtis, Fridrichsons & Mathieson, Nature. 170, 321 (1952); and Fridrichsons & Mathieson, J. Chem. Soc., 2159 (1953).

Page 42, top of column 2.-Under the table Lanolin Alcohols there are listed "N-alcohols and N-Alkan-1,2-diol." The use of the capital letter N implies a nitrogen compound, the lower case n should be used to denote compounds belonging to the normal series.

Page 43, line 4, both columns.—The general formulae for the fatty acids isolated from lanolin are incomplete and misleading and all require the following corrections: (1) Normal acids CH =-(CH<sub>2</sub>) <sub>2n</sub>—COOH, where n is 4 to 12 inclusive; (2) Hydroxy acids

OH

where n is 5,6,7,8; (3) Iso acids

CH.

where n is 3 to 12 inclusive; (4) Anteiso

where n is 2 to 13 incl. Reference: A. W. Weitkamp, J. Amer. Chem. Soc., 67, 447 (1945).

Page 44.—The illustration of the reaction of lanolin ester with ethylene oxide to form ethoxylated lanolin implies that the commercial product "Ethoxylan" is formed by combination of 1 mole of ethylene oxide with 1 mole of lanolin ester. Such a product would be insoluble in water. Ethoxylated lanolins require at least 20 moles and sometimes as many as 60 moles of ethylene oxide to produce a water soluble material.

The reaction involves the formation of a polyoxyethylene chain and not merely the ethylene glycol ether as shown. A side reaction usually takes place simultaneously causing the hydrolysis of the lanolin esters to produce polyoxyethylene glycol esters of the lanolin fatty acids and polyoxyethylene glycol ethers of the lanolin aicohols.

Long before the author delivered his February 12, 1957 lecture to the Chicago Chapter, of the Society of Cosmetic Chemists, the Robinson Wagner Co. published (August 1956) and widely distributed a brochure on lanolin, its early history, chemical composition and principal cosmetic and pharmaceutical uses. It becomes apparent, upon perusal of Mr. Colbert's article, that in writing it, he not only freely availed himself of the information previously published in the Robinson Wagner Co. lanolin brochure, but there are complete sections as, for example: page 42, column 1, paragraphs 3, 4 and 5; page 42, column from line 14 to end of page; and page 43, column 1, lines 1 to 3 which repeat verbatim et literatim pages 4 and 6 of the Robinson Wagner brochure. Appropriate credit to the source of this material is, however, not given. Perhaps this was due to an oversight.

At the time of publication the American Perfumer was obviously unaware that important parts of the article contained erroneous data or material previously published in our brochure. Publication of this letter is requested to set the record straight.

Yours truly.

Robinson Wagner Co., Inc. A. Wagner, President

Many writers on technical subjects draw freely on the literature. In this case the author referred to the literature generally and inadvertently omitted the specific reference referred to for which our apologies are offered.-American Perfumer & Aromatics.

## Morris Katzman, Surface Active Chemist Dies in California

Morris Katzman, president of Process Chemicals Co. and chairman of the board of Pilot California Co. died in Los Angeles, Calif. August 29 at the age of 52. In 1947 with H. B. Russell he organized Process Chemicals Co. specializing in the manufacture of lauryl sulfates, polyethylene glycol esters, alkylolamides and other surface active agents. In 1952 with two associates he organized the Pilot California Co. to make dodecyl benzene sulfonates using sulfur trioxide in a novel process. He was an alumnus of the University of Chicago and took his M.S. degree at the University of Maryland. He was an active member in numerous scientific societies including the California Cosmetic Assn.

## Polyvinylpyrrolidone Standard Released

The Board of Standards of the Toilet Goods Assn. has issued a standard for Polyvinylpyrrolidone, specification No.

## Synthetic Detergent Plant **Built in India**

India's first synthetic plant was inaugurated recently by Swastik Oil Mills, Ltd. All synthetic detergents had previously been imported.



THE 'EXECUTIVE' TOUCH—"Queen For A Day" master of ceremonies Jack Bailey (left) and page girl Maxine Reeves present Alvin Williams with a one year supply of the new "Execumen's toiletries, part of Williams' reward for being chosen winner on "Queen For A Day's" annual "King For A Day" show. Presentation marks unveiling of the new product to the public for the first time on coast-to-coast television.



Still from a forthcoming TV film is this scene at a perfume and cosmetic counter. The film, called "Careless Cash," is being put out by American Express to stress the importance of carrying travelers' checks instead of cash. Selected for the cosmetic scene are presentations from Jean Naté, Myrurgia, and Tuvaché. The film will be released late this fall to over 400 TV stations throughout the country.

## Van Ameringen-Haebler Holds Annual Outing

About 500 employees from van Ameringen-Haebler's three U. S. plants attended the company's annual outing at Mazdabrook Farms, Parsippany, N. J. late last month. The outing, which included a golf tournament, soft ball

games, and treasure hunt, was the largest ever held by VAH. Charles P. Walker, president of VAH, told the group that the size of the gathering was a significant tribute to Mr. van Ameringen's fortieth anniversary in the fragrance industry. When VAH was founded, the company had only 5 employees, whereas it now has almost 500 in its plants and laboratories here and abroad.

## OBITUARY

## **Eugene Darr**

Eugene Darr, nephew of Mrs. Lillian Dodge, former proprietor of Harriet Hubbard Ayer, died September 14. He was employed by E. J. Fay.

## Thomas F. Cookson

Thomas F. Cookson who was associated with the Charles B. Chrystal Co. for 40 years and was vice president died in Oradell, N. J. recently at the age of 67 years.

## Harold W. Haines

Harold W. Haines who was for years sales manager of the chemical division of the U. S. Industrial Alcohol Co. died recently in Point Pleasant, N. J. at the age of 75 years.

## Charles W. Crawford

Charles W. Crawford who was formerly commissioner of the Food and Drug Administration died in San Francisco, September 15 at the age of 69 years. He was active in drafting the present Food, Drug and Cosmetic law.

## Dr. L. W. Wasum

Dr. L. W. Wasum, president of the Kessler Chemical Co., Inc., Philadelphia, Pa. died suddenly September 14. He had been vice president for several years and became president of the company two years ago.

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The small s.ze Dial complexion bar in three new colors-pink, blue and green-manufactured by Armour & Co. is now being distributed nationally. The company has discontinued making the original Dial soap and also the white soap.

Negotiations for acquiring Federal Adhesives Corp. by Morningstar Nicol Inc., New York, N. Y. have been completed and are awaiting approval of Federal stockholders. Operations will be coordinated with Paisley Products Inc. an adhesive manufacturing subsidiary of Morningstar Nicol. All of the Federal affiliates-Adex Manufacturing Co., Federal Latex Corp. and Federal Chemicals Corp.-are included in the transaction.

A motivation view of cosmetics was the theme of the October 1 meeting of Cosmetic Career Women in the Waldorf Astoria hotel, New York. Mrs. Harriet B. Moore, associate director of Social Research Inc. was the speaker.

A cologne for the hair to impart fragrance, control the hair, add lustre and protect its sheen has been launched by Parfums Schiaparelli under the name of Shocking Wave Mist. It comes in a coated glass aerosol container and the product is stated to contain no lacquer.

Elixir Lipstick containing royal jelly that is claimed to nourish and provide moisture to the lips is now offered by Alexandra de Markoff. It is available in four basic shades, and comes in a magnum size golden case.

Earnings of Coty Inc. for the six months ending June 30 were \$209,814.

The name of the Zonite Division of the Chemway Corp. has been changed to Dunbar Laboratories. Jack Nagler has joined the chemical staff of the company.

The Western Packaging & Materials Handling Exposition in 1958 will be held in San Francisco, Calif. August 11-13.

A directory of mailing list houses containing more than 300 such concerns in the United States has been published by B. Klein & Co. It sells for \$10.

New fashion is the name of the latest lipstick color created by Elizabeth Arden. is blended, the maker reports, especially for autumn's palette.

Mennen Co., Morristown, N. J. has made its plant facilities in Toronto, Canada available to toilet goods manufacturers for the packaging or powders. creams, liquids and tablets.

Cosmetic excise tax collections for the quarter ended June 30 were \$21,582,000 an increase of \$1,477,000 over the same period in 1956.

Amazing Nail Hardener has been acquired by State Pharmacal division of Lanolin Plus Inc. The product is designed to stop splitting and breaking of

Men's toiletries will be the subject of the 1958 Charles S. Welch Memorial Award essay competition. The Graduate School of Business Administration of New York University in cooperation with the T.G.A. committee of which Charles Oestreich is chairman will handle the competition.

Lehn & Fink Products Corp. has acquired National Laboratories. Toledo. Ohio, manufacturers of products for industrial sanitation. Lehn & Fink Products Corp. acquired Ogilvie Sisters manufacturers of hair preparations, a year

An award for contributing most to the art of make-up in the past 25 years has been given to Percy Westmore by the Society of Make-up Artists.

Sachet Mist in two fragrances a new product, has been launched by Roger & Gallet. It comes in a 6-oz. aerosol container and retails for \$2.

A new type lipstick containing 35% lanolin and labeled "Lipstick 35" has been introduced by Lanolin Plus, Inc. Chicago, Ill. It retails for \$1.25.

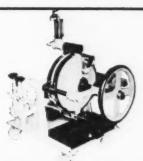
A new Canadian firm which plans to manufacture cosmetics has been formed by G. F. Bullock former president of Warner-Lambert (Canada) Ltd. under the name of G. F Bullock Inc. The first of the Canadian made products to be offered will be a hand cream. The company is located in Toronto.

Manufacturing rights for special nail enamel are wanted from United States companies by Pofumeria Dama, 21 via Rocca de Baldi, Turin, Italy.

An agency for the sole distribution of well known brand name cosmetics, perfumes and toothpaste is sought by Central Africa (PVT). Ltd., P. O. Box 2279. Salisbury, Southern Rhodesia, Africa.

Dermassage, a body rub made by the S. M. Edison Co., Chicago, promoted by Jack Levant, is selling well. He claims that it is just as important to care for the skin under the clothing as caring for exposed skin.





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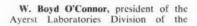
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## PERSONALITIES

Eugene E. Morgan, who was formerly associated with Colgate-Palmolive Co.



Dr. Paul G. I. Lauffer has been appointed director of research by the



Eugene E. Morgan



W. Boyd O'Connor



Dr. Paul G. I. Lauffer

for a period of eight years, has joined the Perfume Department of Dragoco, Inc., New York.

Kurt Altschul has joined the sales organization of Polak's Frutal Works Inc. Mr. Altschul will be in charge of marketing and sales promotion, and for the present will concentrate his efforts along the eastern seaboard.

Javier Serra, Dana president, is visiting Dana plants and offices in Europe, visiting Spain, France and England. Mr. Serra is due back in the United States October 15th.

J. Leslie Sweetnam, vice president of the Murray Co. and secretary of N.F.S.M.A., recently returned from a 7-weeks European tour.

Edward P. Field, Jr. has been appointed to the position of manager of the associated products department of the Colgate-Palmolive Co., according to an announcement by Ralph A. Hart, executive vice president. The appointment marks the final phase of the Colgate-Palmolive Co.'s divisionalization program.

Marc See, vice president in charge of all foreign operations for Charles of the Ritz and director of the French and English companies, left recently on a three week business trip. He is visiting the firm's branches and manufacturing facilities in Venezuela, Brazil, Argentina, Puerto Rico, and the Dominican Republic.

J. George Fiedler has been appointed general manager of Strand Cosmetics, Inc., according to a recent announcement from the firm. American Home Products Corp. was elected chairman of the Drug, Chemical & Allied Trades Section of the New York Board of Trade at the Section's 67th annual meeting. Mr. O'Connor succeeds J. David Hayden, who was chosen as the Section's representative to the parent Board of Directors.

Joseph A. Moran has been appointed advertising manager of the International Operations Division of Lehn & Fink Products Corp. Mr. Moran will assist in the formulation of marketing and sales



Joseph A. Moran

procedures for the company's foreign subsidiaries and will manage and coordinate all advertising, sales promotion and merchandising in international markets.

Irving P. MacPherson formerly in charge of domestic and foreign sales for the George W. Luft Co., makers of Tangee cosmetics has been elected president of the company.

Northam Warren Corp., Stamford, Conn. Dr. Lauffer, former president of the Society of Cosmetic Chemists was graduated from Washington and Jefferson College and did graduate work at the University of Chicago and Columbia University from which he received the degrees of M.A. and Ph.D. A year was spent in Columbia as Fritzsche Fellow on a research project on odor-structure relationships. For over 23 years Dr. Lauffer was chief chemist for the George W. Luft Co. in charge of production, control and research. Prior to that he held a similar position with Pinaud, Inc. for six years. He has contributed numerous articles to scientific journals and to the Scientific Section of the Toilet Goods Assn., the Society of Cosmetic Chemists and the American Society of Perfumers on odor, olfaction and cosmetic chemistry. The articles on cosmetic chemistry for Alexander's Colloid Chemistry and the Encyclopedia of Chemistry recently published by Reinhold can be attributed to Dr. Lauffer. Dr. Lauffer is former chairman of the Scientific Section of the Toilet Goods Assn. and at present is a member of the executive committee of the Society of Cosmetic Chemists. He is chairman of the Symposium on Fragrance, American Society of Perfumers and is a member of the American Chemical Society and the American Institute of Chemists. He is a former mayor of Hastings, N. Y. and holds several civic positions in the municipality.

George A. Hapke has been promoted to general manager of Norda, Inc. Mr. Hapke began his business career more than 20 years ago when he joined Norda, and has worked his way up in the company to his present position.

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Wilfred McLaughlin, Coty Inc. has been having a session with the men in white in the Yonkers hospital.

Robert W. Gaines has been appointed to the Fluorocarbon technical staff of Union Carbide Chemicals Co. and will work primarily in the field of aerosol propellants and pressure packaging. He will be located in the company's technical service laboratory. Tarrytown. N.Y. when the facilities are completed.

Carl J. Klepper has been appointed president of the Robert A. Johnston Co. of Milwaukee, Wisc. Mr. Klepper, who has been associated with the food industry during his entire business career, resigned as president of The Hydrox Corp. to assume his new post.

Cadet Donald J. Danilek, son of Joseph Danilek, president of Mary Chess Inc., has completed the halfway mark in his intensive field training with the Reserve Officers Training Corps at Fort Sill, Okla., the aritllery and missile center. Cadet Danilek will witness demonstrations presented by the Dept. of Material. The Artillery and Missile School. which demonstrates the characteristics and firing capabilities of all weapons employed in artillery units. Included in these weapons will be the latest artillery weapons, the 280-millimeter Gun and the "Honest John" rocket.

William G. Menner Jr., dynamic executive vice president of the Mennen Co., Morristown, N. J., was awarded the American Legion's Sports Award for for outstanding encouragement given by his company to sports during the year particularly in outboard racing and boxing.

James Gladdeen, proprietor of Gladdeen Fine Cosmetics, Los Angeles, Calif. which specializes in hair cremes, has returned home after an automobile trip across the country and back again which included visits to friends in the trade in various cities.

Dorothy Morrison, publicity, promo-tion and packaging expert for Roger & Gallet, New York, has extended her ac-tivities on a free lance basis for the creation of promotional material for the cosmetic and fragrance industry. Miss Morrison was formerly advertising director for Dermetics Inc. Her offices are at 240 Madison Ave., New York 17, N. Y.

Harold Hutchins, Redbook Magazine. and publisher of the Drug & Cosmetic Newsletter, has been named chairman of the Drug & Cosmetic division for the Assn. for the Help of Retarded Children of Which Lee H. Bristol Jr., Bristol-Myers Co. is the campaign chairman.

Seth U. Shorey won the first S. P. Seaverns memorial trophy of the Boston BIMS at the September outing.

Pierre Coutin, president of the Essential Oil Assn. of the U. S. A. and president of Ph. Chaleyer Inc. has accepted the appointment as chairman of the Essential Oil and Extracts Division of the Travelers Aid Society.

Miss Helen Booth, executive secretary of the Drug, Chemical & Allied Trades Section of the New York Board of Trade has been elected a member of the board of directors of the American Society of Association Executives. Miss Booth is the second woman in the association's 37 year history to be named to the Society's

Herbert Edelstein, popular chairman of the committee on education of the New York Chapter of the Society of Cosmetic Chemists is receiving the congratulations of his associates in Revlon Inc. and in the trade on the arrival of a daughter, Holly Ann, September 15.

Robert E. Schwartz, of the Wildroot Co., Buffalo, N. Y. has been elected a vice president of the Toilet Goods Assn. He has served on the board of directors for several years and was chairman of the 1956 annual convention.

Owen Stoner, Prince Matchabelli Inc. has been elected a director of the T.G.A.

George L. Schultz, president of Shulton Inc. has been elected a director of the Toilet Goods Assn.



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Among the over 300 guests who attended the annual Convention of The Fragrance Foundation were: (I. to r.) Allan Raymond of McCall's; Otis Weise, publisher of McCall's; A. L. van Ameringen of van Ameringen-Haebler, Inc., and Secretary of the Foundation; and Mrs. Miriam Gibson French, Good Looks Editor of McCall's.

## Fragrance Industry's Problems Explored

The more pressing problems of the fragrance industry and suggestions as to how they might be solved were considered at the eighth annual convention of The Fragrance Foundation in the Park Lane Hotel, New York, September 17. About 300 actively interested in fragrance were present.

The meeting opened in the morning with a business session for members only at which Jean Despres, outgoing president of the Foundation and executive vice president of City, Inc., made the opening address. After the treasurer's report by Joseph A. Danilek of Mary Chess, Inc., six officers, including Dr. H. Gregory Thomas as president, and seven directors were elected to the Board of Directors.

Immediately following the membership meeting, Burton Sachs, executive assistant to the merchandise vice president of Bloomingdale's, New York City, discussed "How to Sell Perfume to the People." Mr. Sachs pointed out that since fragrance business always is excellent during the Christmas and Mother's Day selling seasons, the problem lies in selling more fragrance during the rest of the year. He recommended that more emphasis be placed on the pleasure to be derived from the use of fragrance. Mr. Sachs stated that, "The answer is to convince women that fragrance is delightful to use at anytime, anywhere."

"How to Sell Women on the Propriety of Wearing Perfume" was the topic of a talk delivered by Mrs. Catherine Finerty of Batten, Barton, Durstine & Osborne, who compared some of the problems faced by the fragrance industry to those originally associated with the lipstick industry. She described how lipstick usage grew to its present-day proportions and told how, in writing their own success story, members of the lipstick industry were willing to take risks. Mrs. Finerty suggested that the fragrance industry might profit from the lipstick history. She recommended too, that attempts be

made to have fragrance related to famous personalities as are the makers of their clothing and favorite foods. She also said that fragrance should be more closely associated with fashion so that perfumes could be mentioned along with specific accessories and cosmetics recommended to complement particular fashion trends pictured and described on the fashion pages of magazines and newspapers.

The final speaker of the morning session was Charles Roth, Ph.D., vice president of John R. Martin Associates, industrial psychologists. Dr. Roth covered three points in his discussion: usage of fragrance; implications of that usage; and ideas for further study and exploration. He stated that the industry must increase its area of knowledge and emphasized the need for more systematic investigation of such things as modern motivational research. Dr. Roth said, "Unless we know why people want the commodity which we are attempting to sell, we are not able to approach the most effective solution to the problem."

An open forum, a cocktail reception and luncheon followed.

The main speaker of the afternoon program, Edward J. Breck, president of John H. Breck, Inc., was introduced by Dr. H. Gregory Thomas, newly-elected president of the Foundation. Mr. Breck reported on the advantages of promoting fragrance products to the teenage market and described a public relationseducational campaign being conducted by his company which had won the Student Marketing Institute "Key of Achievement" award. He stated that girls under-20

comprise an important market for fragrance products and one which can and should be cultivated. He concluded that teenagers want fragrance products and should be educated to their use.

At the luncheon, a report on all of the past year's activities of The Frgarance Foundation was presented by Miss Sherry D. Stone, executive director of the Foundation, who described the to-date results of and future plans for that educational organization's series of perfume and fragrance seminars for consumers. In addition, Miss Stone reported on the Foundation's participation in an "amazingly successful" beauty show held on September 4, 5 and 6 in Philadelphia presented under the auspices of the Philadelphia Inquirer.

The following officers were elected:

President: H. Gregory Thomas of Chanel, Inc.

Vice President: Bernard d'Escayrac of Guerlain, Inc. (re-elected)

Vice President: Pierre Harang of Houbigant Sales Corp. (re-elected)

Vice President: Frazier V. Sinclair of Beauty Fashion (re-elected)

Secretary: A. L. van Ameringen of van Ameringen-Haebler, Inc. (re-elected)

Treasurer: Joseph A. Danilek of Mary Chess, Inc. (re-elected)

Director: to serve a term of three years, Jean Despres of Coty, Inc.; Director: to serve a term of two years, Paul Martinot of Caron Corp.; Directors: to serve a term of one year, Charles Bryan of Firmenich and Co., Inc., Enest R. Durrer of Givauden-Delawanna, Inc., Jack Mohr of Park and Tilford, Toiletries Division, Charles Granville of Angelique and Owen Stoner of Prince Matchabelli.

Those elected previously and remaining on Board of

Directors: Paul Carey of Tussy Cosmetiques, Inc., Edouard Cournand of Lanvin-Parfums, Inc., Henri Costerg of Les Parfums de Dana, Inc., Davis Factor of Max Factor and Co., Oscar Kolin of Helena Rubinstein and Co., Charles Pennock of Richard Hudnut, Russel Rooks of Avon Products, Inc., F. E. Shoninger of Antoine Chiris, Inc., Benson Storfer of Parfums Corday, Inc., and J. S. Wiedhopf of Roure-Dupont, Inc.

S. L. Maylam, executive vice president, Toilet Goods Assn. is automatically on the board according to the

## **Developing Foreign Markets**

D eveloping foreign markets should be especially attractive to companies which have won success in their home countries, for such companies possess certain superiorities in product, in production methods, marketing techniques and/or management which, with proper care and effort, they may be able to translate profitably to suitable foreign markets.

Additional profits are, of course, the almost universal objective of marketing abroad. Whether more profit could be produced by devoting, to domestic markets, the capital and management effort expended in foreign

development is often a moot question.

In the case of my own company, both routes have been taken simultaneously and to date, the foreign effort has proved the more profitable. Since the end of World War II, our foreign operations, which now cover 10 countries, have produced more than one-third of the total profit. To view it another way, foreign operations have increased our profits by more than 50 per cent .-Arthur C. Nielsen.

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## **Bad Season Boosts Bergamot Prices**

Sharp advances in oil bergamot, a strong tone in geranium, and a hardening price trend in several basic chemicals such as phenol were among the highlights in the market over the past month. While a fair resumption of activity was noted in the market following the Labor Day holiday some houses stated that the upturn was somewhat disappointing. With the outlook in the overall economy being somewhat mixed in the face of various predictions concerning business in the final quarter. trade observers reported a note of caution among buyers.

for making these chemicals was likewise a contributing factor to the decline.

Advances	Current	Previous
Methyl salicylate, drms	\$0.621/2	\$0.62
Sodium acetate, anhyd.	0.151/4	0.1334
Oil bergamot	12.50	10.50
Oil lavendar, spike	1.95	1.90
Oil cumin	5.75	5.35
Copra, coast, ton	165.50	160.00
Cocoa butter	0.86	0.80
Grease, white	0.095/8	0.093%
Coconut oil, ref. drums, N.Y.	0.24	0.22
Declines		
Oil cananga		
Native	\$7.60	\$7.75
Rectified	9.55	10.25
Vanilla beans, Bourbon	7.75	8.00
Balsam, Peru	1.50	1.60
Corn oil, tanks	0.127/8	0.13
(Prices per pound unless otherwise specified)	)	

PRICE CHANGES

## SHARP RISE MARKS BERGAMOT-

Dry weather conditions in the growing areas of Italy cut into the yield of oil from the fruit thus causing the Consortium to boost its selling prices on the article. Bergamot enjoys a good demand here for use in perfume compounds. As the result of the jump in the Consortium's prices local selling prices were adjusted upward. At the close spot prices for bergamot ranged from \$12.50 to \$13.50 per pound amounting to a jump of \$2 a pound over the past month.

## TONE STEADY IN MINT OILS-

Prices on oil peppermint remained steady despite new crop influences and a revision in production estimates by the Agricultural Department. Probable output of peppermint for this year is now placed at 2,330,000 pounds or slightly above the 2,326,000 pounds last year which was a record year, and 42 percent above average. Although there is likely to be plenty of new crop oil this year, there remains the question of quality. High test peppermint oil has been rather

scarce in the past few years. The spearmint crop of 613,000 pounds is expected to be about 8 percent below last season but three percent above average.

## VETIVER AND GERANIUM STRONG.

The devaluation of the French franc failed to have any effect on shipping prices on oils vetiver and geranium from the Island of Reunion. There was a decided note of firmness in both oils with major suppliers closely adhering to recently advanced selling schedules. Buying was generally limited because of buyer resistance but sellers were unable to shade prices in the light of high replacement costs.

## LINALOOL EASES-

Linalool and linalyl acetate were exceptions to the general firmness in aromatic chemicals and essential oils. A factor behind the easier price trend was further progress in the commercial development of a process of synthesis for the two chemicals. Softness in rosewood formerly the major basic material used

### GLYCERIN STEADY-

With stocks having fallen back from the peak level of 71 million early this year, and with overall consumption being expected to exceed last year's volume. indications are that glycerin prices will remain at current levels over the balance of this year. Additional offerings of foreign crude glycerin continue to be noted at about a full cent a pound below the domestic price of 16 cents, basis 80% soap lye. Since domestic crude supplies in this country have normally fallen short of refiners requirements, the slight price advantage of foreign crude is not regarded as a serious threat to the domestic crude market.

## SALICYLATES UP ON COSTS-

Rising costs including freight and labor forced salicylate prices up 1/4 to 1/2 cent per pound. Quotations for methyl salicylate were moved up by a half cent a pound with the material in drums being quoted at 62½ cents and 67½ cents per pound in cans. The hardening price trend as well as seasonal factors brought some improvement in inquiries. Sodium salicylate as well as acetylsalicylic acid also scored gains.

## VEGETABLE WAXES LAGGING-

While new production of carnauba wax will get off to a late start this year because of unfavorable weather conditions in Brazil, domestic consumers have failed to show any real concern over the situation. Trade over the past month has been quiet. Production of carnauba wax normally runs around 10,000 to 12,000 tons a year. Crude beeswax also was quiet with fluctuations being confined within a narrow limit.

## MIXED TONE IN ALCOHOL-

A mixed tone prevails in ethyl alcohol. Prices have failed to rise for the final quarter despite earlier predictions of an advance. Lower molasses costs have served to dampen the trend toward any higher prices which is regarded as highly significant since production of alcohol from molasses represents a much smaller percentage to overall production as compared with a few years ago. Current tankcar price of alcohol of 47 cents a gallon remains well above the low level of 25 cents in force some years ago.

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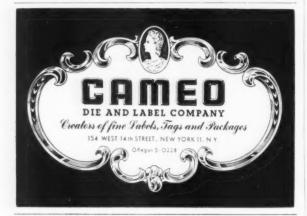
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## Index of advertisers

Aerosol Techniques, Inc	80
Alpine Aromatics, Inc	27
American Aromatics, Inc	14
American Cholesterol Products	
Inc 56	57
	01
Ansbacher & Siegle	
Armstrong Laboratories	
Aromatic Products, Inc	
Avon Products	4
Bertrand Freres	_
Bios Laboratories, Inc.	92
Boake, Roberts & Co., Ltd., A	
Bopf-Whittam Corp.	92
Builders Sheet Metal Works	-
Incorporated	41
Bulgarska Rosa	78
	98
Bush & Co., Inc., w. J	20
Common Dia & Label Co	00
	02
Carr-Lowicy Olass Co	00
	00
	71
Chaleyer, Inc., Ph	16
Charavot & Co., Inc	
Chaubet & Co., Pierre	_
Chiris Co., Inc., Antoine	6
Citrus and Allied Essential Oils Co.	-
Clark-Millner Sales Co	95
	01
Continental Can Company	_
Hazel Atlas Glass Division	5
Continental Filling Corp	80
Cosmetries, Inc.	95
Croda, Inc.	32
DeLaire, Inc Back Cov	er
Descollonges, Inc	
Distillation Products Industries	
Div. of Eastman Kodak	12
Dodge & Olcott, Inc	66
Dow Chemical Co., The	
Inside Back Cov	
Dragoco, Inc	
Dreyer, Inc., P. R.	
Emulsol Chemical Corporation	
Ertel Engineering Corp	93
E-11- I-1	10

Fairmount Chemical Co., Inc.       100         Felton Chemical Co., Inc.       —         Fifth Avenue Protective Assoc.       100         Firmenich & Co.       Insert 37         Fluid Chemical Co., Inc.       23         Fochtengerger, Joh., Chr.       —         Foresman, Robert A.       78         French Glass Co., Inc., The       —         Fritzsche Brothers, Inc.       Insert 83-86
General Chemical Div., Allied Chemical & Dye Corp. — Genesee Trading Co., Inc. — Gesell Incorporated, R
Halby Products       98         Hazel-Atlas Glass Division       5         Continental Can Company       -         Heine & Company       -         Heyden-Newport Chemical Corp.       13         Hoffman-LaRoche, Inc.       24-25         Hotel Napoleon       -         Hotel Sheldon       -
Ising Corporation, C. E 100
Katz & Co., Dr. Alexander,       96         Div. of F. Ritter & Co.       96         Kenbury Glass Works       101         Knapp Products, Inc.       —         Kohnstamm & Company, Inc.       —         Kolmar Laboratories Inc.       95
Lambert Engraving Company       1         Lanitis Bros., Ltd.       38         Lautier Fils, Inc.       40         Leberco Laboratories       101         Leeben Color & Chemical Co.       —         Leonhard Wax Co., Inc., Theodor       —         Lueders & Co., George       2
Malmstrom & Co., N. I.           Mapor Corporation           Marchon Products, Ltd.           Martinat, Jean Jacques, Dr.         101           Maryland Glass Corp.         77
Norda Essential Oil & Chemical Co. —
Old Empire, Inc

Parento, Inc., Compagnie	_
Parsons-Plymouth, N. W 1	8
Peerless Tube Company	_
Pagushin, Basil A	-
	3
Perry Bros	
	9
	7
Polak & Schwarz, Inc 7	5
Polarome Manufacturing Company,	
Inc	0
Power-Pak, Inc 8	
Private Label Cosmetics Co., Inc 9	5
Protean Chemical Corp	-
D ID IC TI	*
Reed Research Corp., The 8	
	3
Rhodia, Inc 2	
	9
Risdon Manufacturing Co., The	
	6
Robertet & Co., P.	-
Roure-Dupont, Inc 68-6	4
Schimmel & Co., Inc 2	1
Scovill Mfg. Co 6	
Seil, Putt & Rusby, Inc 10	
Sheffield Tube Corp Insert 1	
Shield Chemical Co., Inc.	_
	8
Sindar Corp	
Snell, Foster D 10	1
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Van Ameringen-Haebler, Inc 28-2	3
Vanderbilt Co., R. T	
Van Dyk & Company, Inc	
Verley & Company, Albert	5
Verona Chemical Co 1	3
Western Commerce Corporation	
Whittaker, Clark & Daniels	
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Will & Baumer Candle Co., The 9	



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